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PHILIP MORRIS, INC.
ATT: MS. CHERYL LEE

MAGAZINE COVER REPORT
1984-1985

2040670001

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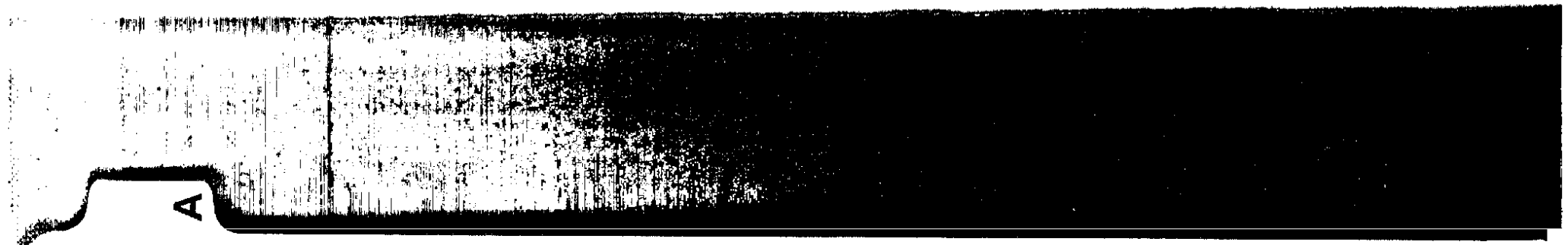

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MAGAZINE COVER REPORT

ARCHIT. DIGEST

	1985	1984	1983
1/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	TOWLE (SILVERWARE)	AT&T	
BC	LENOX (CHINA AND CRYSTAL)	LENOX (CHINA & CRYSTAL)	
CS	NONE	NONE	
2/00/84			
2C	HENRONDON (FURNITURE)	HENREDON (FURNITURE)	
3C	GODIVA (CHOCOLATES)	BERMUDA (TOURISM)	
BC	N A PHILIPS (FURNITURE)	BAKER (FURNITURE)	
CS	NONE	NONE	
3/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)(+PG1)	
3C	ALLMILMO(ARTS OF FINE LVG)	ROYAL CARIBBEAN	
BC	BMW (BMW)	MERONA SPORT (CLOTHES)	
CS	NONE	NONE	
4/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	LA BARGE (FURNITURE)	LA BARGE (MIRRORS&TABLES)	
BC	BAILEY BANKS (JEWELRY)	CADILLAC (SEVILLE)	
CS	NONE	NONE	
5/00/84			
2C	HENREDON (FURNITURE) GT	HENREDON (FURN.) GT	
3C	DREXEL (FURNITURE)	HERITAGE (FURNITURE)	
BC	MASTER CARD (CARD)	E. F. HUTTON	
CS	NONE	NONE	
6/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	LEVOLOR (BLINDS)	LEVOLOR (BLINDS)	
BC	CARILLON IMP (GR MARNIER)	CARILLON (GRAND MARNIER)	
CS	NONE	NONE	
7/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	WATERJET CORP (BATH WOMB)	CENTURY (FURNITURE)	
BC	WATERFORD (CRYSTAL)	WATERFORD (CRYSTAL)	
CS	NONE	NONE	
8/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)(+PG1)	
3C	BERNHARDT (FURNITURE)	BERNHARDT (FURNITURE)	
BC	ROLEX (CHRONOMETER)	ROLEX (WATCHES)	
CS	NONE	NONE	
9/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	WALKER ZANGER (TILES)	CENTURY (FURNITURE)	
BC	WATERFORD (CRYSTAL)	WATERFORD (GLASS LAMPS)	
CS	NONE	NONE	
10/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	LA BARGE (MIRRORS/TABLES)	LA BARGE (HOME ACCESSORY)	
BC	MARTEX (SHEETS)	DREXEL HERITAGE(FURNITURE)	
CS	NONE	NONE	
11/00/84			
2C	HENREDON (FURNITURE) GATE	HENREDON (FURN.) GT	
3C	TOBLERONE (CHOCOLATE)	CENTURY (FURNITURE)	
BC	DREXEL HERITAGE (FURN)	W. POINT PEPPERELL (SHEET)	
CS	NONE	NONE	
12/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	AIR FRANCE (PARIS TOUR)	GORDON'S (LONDON GIN)	
BC	SHREVE & CO (EBEL WATCHES)	BAILEY BANK&BIDDLE (WATCH)	
CS	NONE	NONE	

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ARMY TIMES

	1985	1984	198
1/02/84			
2C	NO ISSUE	EDITORIAL	
3C	******	EDITORIAL	
BC	******	UNIFORMED SRVS.BNFT. ASS.	
CS	******	EDITORIAL & HONDA (CIVIC)	
1/09/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	UNIFORMED SERV. (LIFE INS)	RJR (SALEM)	
CS	EDITORIAL	EDITORIAL & SOF-SPIKES	
1/16/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	THE USAA GROUP	
CS	EDITORIAL	EDITORIAL & REENLIST AD	
1/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	TOYOTA (TRUCK)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL/GEICO (INS)	GENERAL MILLS	
1/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	RJR (CAMEL)	
CS	1/3 EDIT / 2/3 MAZDA	EDITORIAL & EMS	
2/06/84			
2C	******	EDITORIAL	
3C	******	MILLER BREW. (MILLER BEER)	
BC	******	PHILIP MORRIS (MERIT)	
CS	******	EDITORIAL	
2/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDIT & RUMS OF PUERTO RICO	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	USAA GROUP	
CS	EDITORIAL	EDITORIAL	
2/20/84			
2C	EDITORIAL	EDITORIAL	
3C	MILLER (LITE BEER)	GOLD RUMS OF PUERTO RICO	
BC	B&W (KOOL)	PHILIP MORRIS (MARLBORO)	
CS	HONDA (CIVIC) & EDITORIAL	EDITORIAL	
2/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	RJR (CAMEL)	
CS	EDIT & KAWASAKI (VULCAN)	EDITORIAL	

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ARMY TIMES

	1985	1984	198
3/05/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL & 2/3 BW AD	EDIT. & CORCORAN (BOOTS)	
3/12/84			
2C	EDITORIAL	EDITORIAL	
3C	EDIT & 2/3 RUMS OF P.RICO	CALVERT (WHISKEY)	
BC	PHILIP MORRIS (MERIT)	RJR (WINSTON)	
CS	MAZDA (TRUCKS)	MAZDA (RX-7)	
3/19/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 2/3 BW AD	EDITORIAL	
BC	RJR (WINSTON)	SEAGRAM (SEAGRAMS VO)	
CS	EDIT/ANHEUSER BUSCH	PHILIP MORRIS (MARLBORO)	
3/26/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM (VO)	USAA (AUTO INSURANCE)	
CS	PHILIP MORRIS (MARLBORO)	ANHEUSER-BUSCH (BUDWEISER)	
4/02/84			
2C	******	EDITORIAL	
3C	******	EDITORIAL	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	EDIT. & CORCORANS (BOOTS)	
4/09/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	RJR (CAMEL)	
CS	EDITORIAL & HONDA (CIVIC)	EDITORIAL & HONDA (CYCLES)	
4/16/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	RJR (SALEM)	
BC	RJR (CAMEL)	RONRICO (RUM)	
CS	EDITORIAL & MAZDA (TRUCKS)	EDIT. & MAZDA (B2000 SE-5)	
4/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM (VO)	TOYOTA (SR5 SPORT TRUCK)	
CS	EDIT & 1/2 PG B&W (KOOL)	EDIT. & HONDA (CIVIC)	
4/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & MILLER (LITE)	EDITORIAL	
BC	TOYOTA (SR5 TURBO)	PHILIP MORRIS (MARLBORO)	
CS	EDIT &1/2 SP FORD (ESCORT)	EDITORIAL & HONDA (CYCLES)	

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ARMY TIMES

	1985	1984	198
5/07/84			
2C	EDITORIAL	EDITORIAL	
3C	******	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	USAA (INSURANCE)	
CS	2/3 HT FRENCH(BRASSO)/EDIT	EDITORIAL & FR. HSHLD PROD	
5/14/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	NOT AVAILABLE	
BC	ASMBA (LIFE INSURANCE)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL & BW ADS	EDITORIAL & HONDA(PRELUDE)	
5/21/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	RJR (CAMEL)	
CS	MAZDA (TRUCKS)	EDITORIAL & ARMY RESERVE	
5/28/84			
2C	EDITORIAL	EDITORIAL	
3C	EDIT & 2/3 CHRYSLER(COLT)	EDITORIAL	
BC	RJR (CAMEL)	RONRICO (PUERTO RICAN RUM)	
CS	EDIT & 1/2 PG BW AD	EDIT. & MAZDA (GLC)	
6/04/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM (CROWN ROYAL)	SEAGRAM (CROWN ROYAL)	
CS	EDIT & SONY (VIDEO)	EDITORIAL	
6/11/84			
2C	EDITORIAL	EDITORIAL	
3C	RJR (WINSTON)	EDITORIAL	
BC	GEN WINE&SPIRITS (CHIVAS)	RJR (CAMEL)	
CS	EDIT & ANHEUSER BUSCH(BUD)	EDIT. & ANHEUSER-BUSCH	
6/18/84			
2C	EDITORIAL	EDITORIAL	
3C	EDIT & NAT'L DISTL(GIBLEY)	EDITORIAL	
BC	RJR (CAMEL)	USAA (INSURANCE)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
6/25/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	ASMBA (LIFE INSURANCE)	RJR (DORAL)	
CS	EDIT & MAZDA (626)		
7/02/84			
2C	EDITORIAL	EDITORIAL	
3C	EDIT&2/3PG NAT'L DISTILLER	EDITORIAL	
BC	RJR (SALEM)	B&W (RALEIGH/BELAIR)	
CS	EDIT. & 1/3PG B&W AD	EDIT. & AMER. EAGLE 1/2PG	

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ARMY TIMES

	1985	1984	198
7/09/84			
2C	EDITORIAL	EDITORIAL	
3C	RJR (WINSTON)	EDITORIAL	
BC	ANHEUSER-BUSCH (BUD LIGHT)	RJR (DORAL)	
CS	EDIT&2/3PG B&W AD HERTZ	EDIT. & U.S. HOME CORP.	
7/16/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	B&W (RALEIGH/BELAIR)	
CS	HONDA(CIVIC)1/2PGSP&EDIT.	EDITORIAL & HERTZ	
7/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	PHILIP MORRIS (MARLBORO)	
CS	MAZDA (86)1/2PGSP & EDIT.	EDIT. & HONDA (CIVIC)	
7/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM (CROWN ROYAL)	SEAGRAM (CROWN ROYAL)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
8/06/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	MILLER BREWING (MILLER)	
CS	EDIT.1/2PG & B&W AD	EDITORIAL	
8/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	UNITED SERV. (FINANCIAL)	
CS	ANHEUSER BUSCH(BUD)&EDIT.	EDIT. & MAZDA (B2000)	
8/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	USAA (INSURANCE)	
CS	MAZDA(B2000SE-5) & EDIT.	EDITORIAL	
8/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	GEICO (CAR INSURANCE)	CRITERION (CORPORATE INS.)	
CS	HONDA (CIVIC 4-DOOR SEDAN)	EDIT.& ANHEUSER-BUSCH	
9/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDIT. & ARMY MUTUAL (INS.)	

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ARMY TIMES

	1985	1984	198
9/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDIRTOIAL	
BC	SEAGRAM (SEAGRAMS' 7)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	EDITORIAL	EDITORIAL	
9/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SPIRITS CO. (CHIVAS REGAL)	PHILIP MORRIS (MARLBORO)	
CS	EDIT & 2/3 PAN AM (GERMAN)	EDITORIAL & OBA (INS.)	
9/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	UNITED SERV. ASSOC. (INS.)	
CS	1PG EDIT 1PG ARMY (FAMILY)	EDIT.&1/3 PG. AVIS (CAR)	
10/01/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDIT.& CALVERT (WHISKEY)	
BC	RJR (SALEM)	CRITERION INS. (CORPORATE)	
CS	CW OF PR (RUM) & EDIT	EDITORIAL	
10/08/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	ARMED SVS. MUTUAL (INS.)	
CS	EDITORIAL 2/3PG B&W AD	EDIT. & ARMY (REENLIST)	
10/15/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	ASMBA (INSURANCE)	PHILIP MORRIS (MERIT)	
CS	PHILIP MORRIS (MARLBORO)	EDIT. & ARMY (REENLIST)	
10/22/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	GEN.WN&SPT. (RON RICO RUM)	
BC	PHILIP MORRIS (MERIT)	GEICO (CAR INSURANCE)	
CS	EDITORIAL	PHILIP MORRIS (MARLBORO)	
10/29/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	CRITERION INSURANCE	
BC	RJR (WINSTON)	MILLER BREWING (LITE BEER)	
CS	FORD (RANGER STX) EDIT.	EDIT. & MAZDA (RX-7)	
11/05/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	SEAGRAMS 7 & 7 UP TOGETHER	
CS	EDITORIAL	EDITORIAL	

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ARMY TIMES

	1985	1984	198
11/12/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM (SEAGRAM 7)	CHAMPUS SUPPLEMENT PLAN	
CS	FORD (MUSTANG)	EDITORIAL	
11/19/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	UNITED SERVICES LIFE COMP.	
CS	EDIT&1/2 UNITED SERV.(INS)	EDITORIAL & MAZDA (626)	
11/26/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	PHILIP MORRIS (MARLBORO)	
CS	MAZDA (RX 7)	EDIT. & FORD (MUSTANG)	
12/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL & LITE AD	
BC	PHILIP MORRIS (MERIT)	GEICO (INSURANCE)	
CS	EDITORIAL	EDITORIAL	
12/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SPIRITS CO. (CHIVAS REGAL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	FORD (RANGER STX)	PULSAR QUARTZ (2001 WATCH)	
12/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	PHILIP MORRIS (MARLBORO)	
CS	ANHEUSER BUSH (BUDWEISER)	EDIT. & HUGHES AIRCRAFT	
12/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (PLAYERS)	ARMED FORCES (BENEFITS)	
CS	MAZDA (B2000 CAB PLUS)EDIT	EDIT. & MAZDA (626 SEDAN)	
12/31/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	B&W (KOOL)	NOT AVAILABLE	
CS	EDIT/1/2SP PUERTORICO(RUM)	NOT AVAILABLE	

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ATLANTIC

	1985	1984	19E
1/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (PLAYERS)	
3C	GM (CHEVROLET CELEBRITY)	AM. MOTORS (EAGLE WAGON)	
BC	RJR (NOW)	RJR (NOW)	
CS	IBM (SUPPORT FOR WOMEN)	TIME-LIFE RECORDS	
2/00/84			
2C	RJR (NOW)	NEC	
3C	GM (REGENCY OLDSMOBILE)	JEEP (GRAND WAGONEER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (MARLBORO)		
3/00/84			
2C	RJR (NOW)	RCA (COLORTRAK TV) SP	
3C	CHATEAU STE.MICHELLE(WINE)	FORD (TEMPO)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	FORD (LINCOLN CONTINENTAL)	AT&T	
4/00/84			
2C	PHILIP MORRIS (MARLBORO)	OLDSMOBILE (NINETY EIGHT)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	SOUTH AFRICA, AVIS & EDIT	TWA (SEE BRITAIN)	
5/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MERIT)	
3C	GM (CAVALIER)	NISSAN (MAXIMA)	
BC	AT&T (LONG DISTANCE)	GLENLIVET (SCOTCH)	
CS	XEROX CORP. (TEAM XEROX)	RJR (STERLING)	
6/00/84			
2C	ONTARIO TRAVEL (TORONTO)	RENAULT (FUEGO)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	APPLE COMPUTER (COMPUTER)	MCDONNELL DOUGLAS	
7/00/84			
2C	RJR (STERLING) SP	RJR (STERLING) SP	
3C	AT&T (LONG DISTANCE)	NISSAN (NISSAN)	
BC	PHILIP MORRIS (MARLBORO)	GLENLIVET (SCOTCH)	
CS	LOTUS (SOFTWARE)	HONDA (CIVIC 4-DOOR SEDAN)	
8/00/84			
2C	RJR (STERLING) SP	RJR (STERLING)	
3C	GLENLIVET DIST.(GLENLIVET)	AMERICAN MOTORS (RENAULT)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (B&H)	CHEVROLET (CAVALIER)	
9/00/84			
2C	PHILIP MORRIS(MARLBORO) SP	PHILIP MORRIS (MERIT)	
3C	RJR (NOW)	RJR (VANTAGE)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	AT&T (OFFICE AUTOMATION)	EDITORIAL	
10/00/84			
2C	RJR (NOW)	GLENLIVET (SCOTCH WHISKEY)	
3C	GLENLIVET (SCOTCH)	JEEP (GRAND WAGONEER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	XEROX (TEAM XEROX)	RJR (STERLING)	
11/00/84			
2C	GODIVA (CHOCOLATE)	GM (CORPORATE)	
3C	AMERICAN TOBACCO (CARLTON)	REMY MARTIN (COGNAC)	
BC	SONY (HANDYCAM CAMERA/REC)	SONY (BETA MOVIES)	
CS	EDITORIAL	BAHAMAS	
12/00/84			
2C	PHILIP MORRIS (B&H)	GM (SEAT BELTS)	
3C	GM (PONTIAC 6000 STE)	INT. GOLD (GOLD JEWELRY)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	AMER. HONDA (PRELUDE SI)	NCR	

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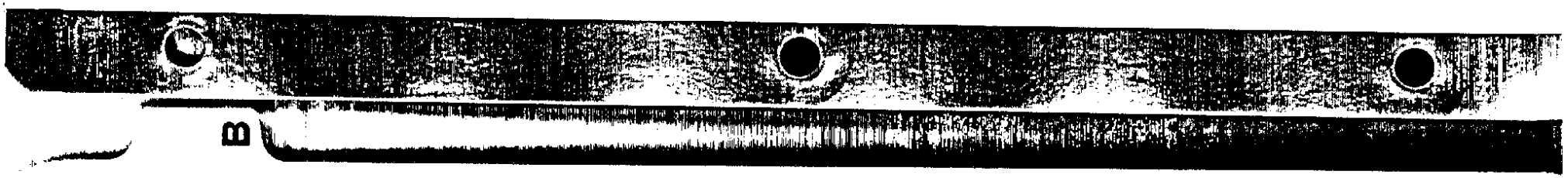

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BETTER H & G

	1985	1984	1983
1/00/84			
2C	ARMSTRONG (SOLARIAN) SP	ARMSTRONG (FLOORS) SP	
3C	P&G (ALWAYS)	BORDEN (LITE-LINE)	
BC	P&G (CRISCO)	P&G (CASCADE)	
CS	NONE	NONE	
2/00/84			
2C	THOMASVILLE (FURNITURE) SP	THOMASVILLE (FURN.) SP	
3C	DEL MONTE (LITE FRUIT)	DODGE (CARAVAN)	
BC	LORILLARD (TRUE)	LORILLARD (SATIN)	
CS	NONE	NONE	
3/00/84			
2C	ARMSTRONG (CEILING) SP	ARMSTRONG (FLOORS) (+PG1))	
3C	GM (GMC SAFARI)	RALSTON PURINA (CHK WGN)	
BC	P&G (BUTTER FLAVOR CRISCO)	P&G (HEAD & SHOULDERS)	
CS	NONE	NONE	
4/00/84			
2C	THOMASVILLE (FURNITURE) SP	ARMSTRONG (FLOORS) SP	
3C	LAWRY'S (SEASONED SALT)	LUCITE (WALL PAINT)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
5/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (SOLARIAN FLOOR)	
3C	VISA USA (VISA CARD)	AMTRAK (CORP.)	
BC	AMERICAN TOB. (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	NONE	NONE	
6/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	RALSTON PURINA (CEREAL)	KODAK (DISC CAMERA)	
BC	PHILIP MORRIS (MARLBORO)	P&G (ERA)	
CS	NONE	NONE	
7/00/84			
2C	RUBBERMAID (SERVING SAVER)	CONGOLEUM (FLOORS) SP	
3C	GM (TRUCKS)	LORILLARD (SATIN)	
BC	P&G (CASCADE)	P&G (CASCADE)	
CS	NONE	NONE	
8/00/84			
2C	GM (MR. GOODWRENCH) SP	CONGOLEUM (FLOORS) SP	
3C	DOW CHEMICAL (ZIPLOC)	USPS (U.S. MAIL)	
BC	RJR (NOW)	RJR (STERLING)	
CS	NONE	NONE	
9/00/84			
2C	ARMSTRONG (CARPET) SP	THOMASVILLE (FURN.) SP	
3C	RJR (NOW)	RJR (SALEM)	
BC	P&G (CASCADE)	P&G (ERA)	
CS	NONE	NONE	
10/00/84			
2C	THOMASVILLE (FURNITURE) SP	ARMSTRONG (FLOORS) SP	
3C	BRUCE (HARDWOOD FLOORS)	P&G (DUNCAN HINES)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
11/00/84			
2C	ARMSTRONG (FLOOR) SP	ARMSTRONG(SWEEPSTK.) SP	
3C	GMC TRUCK (SAFARI)	KODAK (DISC FILM & CAMERA)	
BC	AMERICAN TOBACCO (CARLTON)	P&G (IVORY DISH LIQUID)	
CS	NONE	NONE	
12/00/84			
2C	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
3C	KODAK (DISC CAMERA)	LORILLARD (SATIN)	
BC	GM (GOODWRENCH GM PARTS)	P&G (DUNCAN HINES)	
CS	NONE	NONE	

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BOATING

	1985	1984	1983
1/00/84			
2C	REGAL MARINE (MER CRUISES)	BRUNSWICK CORP.(ENGINES)	
3C	TEMPEST MARINE (RIVIERA)	STAN.COMM.HORIZON PHONE	
BC	WELL-CRAFT MARINE (CRUISR)	WILLCRAFT (260 AFT CABIN)	
CS	NONE	NONE	
2/00/84			
2C	OCEAN YACHTS (38' SS FISH)	FOUNTAIN POWERBOATS	
3C	RJR (WINSTON)	CADILLAC (CIMARRON)	
BC	FORD (THUNDERBIRD)	FORMULA BOAT (THUNDERBIRD)	
CS	NONE	NONE	
3/00/84			
2C	REGAL MARINE(MER CRSES) SP	BRUNSWICK (QUICKSILVER)	
3C	RJR (WINSTON)	FOUNTHIN BOATS (BOATS)	
BC	WELLCRAFT (BOATS)	WELLCRAFT (38' CALIF.)	
CS	NONE	NONE	
4/00/84			
2C	MERCRUISER (BOATS) SP	BRUNSWICK (MERCRUISER)	
3C	CHRIS-CRAFT (BOATS)	CHRIS-CRAFT (AQUA-HOME)	
BC	THUNDERBIRD PROD. (BOATS)	THUNDERBIRD (FORMULA BT)	
CS	NONE	NONE	
5/00/84			
2C	BROWARD MARINE (BOATS)	AMF (HATTERAS 32 BOAT)	
3C	VOLVO (PENTA I/O ENGINES)	OMC (JOHNSON OUTBOARDS)	
BC	THUNDERBIRD PROD. (BOATS)	THUNDERBIRD (FORMULA BOAT)	
CS	NONE	NONE	
6/00/84			
2C	BRUNSWICK (MER CRUISES)	BRUNSWICK (MERCRUISER)	
3C	GM (ELDORADO)	CHRIS-CRAFT (FISHING BOAT)	
BC	WELLCRAFT (BOATS)	WELLCRAFT (BOATS)	
CS	NONE	NONE	
7/00/84			
2C	OCEAN YACHTS (OCEAN 55)	OCEAN YACHTS	
3C	RJR (WINSTON)	RJR (CAMEL)	
BC	WELLCRAFT (BOATS)	WELLCRAFT (BOATS)	
CS	NONE	NONE	
8/00/84			
2C	OCEAN YACHTS (OCEAN 46'SS)	OCEAN YATCHS (YACHTS)	
3C	RJR (WINSTON)	RJR (CAMEL)	
BC	WELLCRAFT (3200 ST TROPEZ)	WELLCRAFT (BOATS)	
CS	NONE	NONE	
9/00/84			
2C	BRUNSWICK CORP (BOAT)	MER CRUISER (INBOARDS)	
3C	RJR (STERLING)	RJR (VANTAGE)	
BC	THUNDERBIRD CORP (CRUISES)	THUNDERBIRD (FORMULA BOAT)	
CS	NONE	NONE	
10/00/84			
2C	AMF INC. (BOATS) SP	AMF (HATTERAS 52) (+FG1)	
3C	RJR (WINSTON)	RJR (VANTAGE)	
BC	WELLCRAFT (SCARAB KV)	WELLCRAFT (BOATS)	
CS	NONE	NONE	
11/00/84			
2C	BROWARD MARINE INC (BOATS)	AMF (HATTERAS BOAT) (+FG1)	
3C	RJR (WINSTON)	RJR (WINSTON)	
BC	WELLCRAFT (FISHING BOAT)	WELLCRAFT (EXCALIBUR BOAT)	
CS	NONE	NONE	
12/00/84			
2C	OCEAN YACHTS (63 SUPER SP)	OCEAN YACHTS (YACHTS)	
3C	RJR (WINSTON)	RJR (WINSTON)	
BC	WELLCRAFT (SPORT BOAT)	WELLCRAFT (BOATS)	
CS	NONE	NONE	

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BON APPETIT

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (MERIT)	
3C	HEUBLEIN (SMIRNOFF)	AT&T	
BC	CARILLON IMPORTERS (LIQ.)	CARILLION IMP.(GR MARNIER)	
CS	NONE	NONE	
2/00/84			
2C	VOLVO (VOLVO)	VOLVO	
3C	HEUBLEIN (SMIRNOFF)	SOMERSET (JOHNNIE WALKER)	
BC	RJR (MORE)	RJR (VANTAGE)	
CS	NONE	NONE	
3/00/84			
2C	PHILIP MORRIS (V SLIMS) SP	PHILIP MORRIS (V SLIMS) SP	
3C	RJR (MORE)	RJR (NOW)	
BC	W A TAYLOR (COURVOISIER)	MYERS (MYERS'S CREAM RUM)	
CS	NONE	NONE	
4/00/84			
2C	GM (CIMARRON)	DANBURY MINT SP	
3C	W.A. TAYLOR (DRAMBUIE)	HIRAM WALKER (APRICOT BDY)	
BC	WATERFORD (CRYSTAL)	WATERFORD & AYNSLEY	
CS	NONE	NONE	
5/00/84			
2C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (MAR.) SP	
3C	LENOX (CHINA AND CRYSTAL)	LENOX (CHINA & CRYSTAL)	
BC	ILLVA SARONNO (AMARETTO)	MYERS (MYERS'S CREAM RUM)	
CS	NONE	NONE	
6/00/84			
2C	PHILIP MORRIS (V SLIMS) SP	PHILIP MORRIS(MERIT)	
3C	RJR (MORE)	RJR (STERLING)	
BC	KAHLUA (WHITE RUSSIAN)	MYERS (JAMAICAN RUMS)	
CS	NONE	NONE	
7/00/84			
2C	GE (APPLIANCES) SP	CONGOLEUM (FLOORS) SP	
3C	P&G (CASCADE)	P&G (CRISCO)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
8/00/84			
2C	WATERFORD CRYSTAL (GLASS)	WATERFORD (CRYSTAL)	
3C	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (MERIT)	
BC	THE MINTON (CHINA)	PET INC. (TACO SHELLS)	
CS	NONE	NONE	
9/00/84			
2C	THOMASVILLE (FURNITURE) SP	ARMSTRONG (FLOORS)	
3C	RJR (NOW)	RJR (MORE)	
BC	JAMES BURROUGH (BEEFEATER)	BEEFEATER (GIN)	
CS	NONE	NONE	
10/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (VIRGINIA S)	
3C	LENOX (CHINA & CRYSTAL)	LENOX (CRYSTAL & CHINA)	
BC	MYERS & SON (RUM)	MYERS (MYERS'S RUM)	
CS	NONE	NONE	
11/00/84			
2C	WATERFORD (CRYSTAL VASE)SP	WATERFORD (CRYSTAL)	
3C	SCHIEFFELIN (COGNAC)	KITCHEN AID (APPLIANCES)	
BC	MYERS & SON (RUM)	PAUL MASSON (WINES)	
CS	NONE	NONE	
12/00/84			
2C	TOYOTA (CELICA)	GEN.WN&SPT.(LEROUX BRANDY)	
3C	HIRAM WALKER (LIQUEUR)	HIRAM WALKER (APR. BRANDY)	
BC	COFFEE GROWERS (COFFEE)	MYERS (ORIGINAL RUM CREAM)	
CS	NONE	NONE	

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BOSTON

	1985	1984	1983
1/00/84			
2C	JAY LENNAD FURS (FUR COAT)	JAY LENNARD (FURS)	
3C	WHITNEY FOODS (YOGURT)	PAINE (FURNITURE STORE)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
2/00/84			
2C	THIS END UP (FURNITURE)	KARTEN'S (JEWELERS)	
3C	SHREVE,CRUMP&LOW (WATCHES)	ST. GEORGE'S CLUB(BERMUDA)	
BC	NEW SEABURY (PEBBLE BEACH)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
3/00/84			
2C	SHAWMUT FIN.MAN.DIVISION	NEW SEABURY (RESORT)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	VOLVO (VOLVO WAGON)	U.S. SHOE (BANDOLINO SHOE)	
CS	NONE	NONE	
4/00/84			
2C	CHANEL INC. (CHANEL NO 5)	CHANEL (CHANEL NO. 5)	
3C	BAKER (FURNITURE)	THOMASVILLE (FURNITURE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
5/00/84			
2C	WHITNEY'S (YOGURT)	STOWELL'S (JEWELRY)	
3C	TIFFANY (JEWELRY)	L.L. BREAN (OUTDOOR STORE)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
6/00/84			
2C	RAYMOND WEIL (AMADEUS)	WESTBRO JEWELERS (WATCH)	
3C	PHILIP MORRIS (MARLBORO)	LENOX (CHINA & CRYSTAL)	
BC	SHREVE,CRUMP&LOW (WATCHES)	SHREVE,CRUMP&LOW (JEWELER)	
CS	NONE	NONE	
7/00/84			
2C	THE COMMONS (BAR)	GRILL & BAR 23	
3C	ILLVA SARONNO (AMARETTO)	SCHENLEY (WHITE LABEL)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
8/00/84			
2C	JORDAN MARSH (STORE) GT	PHILIP MORRIS (MARLBORO)	
3C	ROBERT KLEIN (GRILL23&BAR)	CRUZAN RUM DIST. CO. (RUM)	
BC	JAY LENNAD FURS (FURS)	JAY LENNAD FURS (FUR SALE)	
CS	NONE	NONE	
9/00/84			
2C	CARILLON IMP (ABSOLUT)	CARILLON (LA GRANDE) SP	
3C	FOX PROPERTIES (CONDOS)	HAMPTON PLACE (APARTMENTS)	
BC	PHILIP MORRIS (MERIT)	JULIUS WILE&SONS (B&B LIQ)	
CS	NONE	NONE	
10/00/84			
2C	PHILIP MORRIS (PARL.) SP	BEAM (KAMORA COFFEE LQUR)	
3C	STOWELL'S (JEWELRY)	STOWELL'S (EBEL WATCHES)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
11/00/84			
2C	KARTEN'S (JEWELRIES)	KARTEN'S (JEWELERS)	
3C	FOX PROPERTIES (ELMS COND)	REMY MARTIN (COGNAC)	
BC	BELDEN JEWELERS (WATCHES)	RAYMOND WEIL (WATCHES)	
CS	NONE	NONE	
12/00/84			
2C	FORM IN TEAK (FURNITURE)	FORM IN TEAK (FURNITURE)	
3C	REMY MARTIN (COGNAC)	THE COMMONS (BAR & BUFFET)	
BC	VOLVO (760 TURBO)	CARILLON (PASSION LIQUER)	
CS	NONE	NONE	

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BRIDE'S

	1985	1984	198
2/00/84			
2C	LENOX (CHINA AND CRYSTAL)	LENOX (GT+PG1)	
3C	AMERICAN TOB. (CARLTON)	WEDGEWOOD (CHINA)	
BC	TOWLE (BRASS CANDLEHOLDER)	TOWLE (GALWAY CRYSTAL)	
CS	NONE	NONE	
4/00/84			
2C	NOXELL (NOXZEMA) 2C GATE	WATERFORD (GT+PG1)	
3C	TAMBRANDS INC (TAMPAX)	TAMPAX (TAMPAX)	
BC	ONEIDA (SILVERWARE)	ONEIDA (SILVER)	
CS	NONE	NONE	
6/00/84			
2C	LENOX (CHINA & CRYSTAL) GT	LENOX (GT+PG1)	
3C	KOSTA BODA (CRYSTAL)	WATERFORD (CRYSTAL) (3CSP)	
BC	TOWLE (CRYSTAL)	TOWLE (GALWAY CRYSTAL)	
CS	NONE	NONE	
8/00/84			
2C	LENOX (CHINA & CRYSTAL) GT	LENOX (GT+PG1)	
3C	TOWLE (SILVER) SP	WATERFORD (CRYSTAL)	
BC	NOXELL (NAILSLICKS)	TOWLE (STERLING)	
CS	NONE	NONE	
10/00/84			
2C	LENOX (CHINA & CRYSTAL) GT	LENOX (GT+PG1)	
3C	MAYBELLINE (MASCARA)	WATERFORD (CRYSTAL)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
12/00/84			
2C	WATERFORD (STEMWARE) GATE	WATERFORD (CRYSTAL) (+PG1)	
3C	VILLEROY & BOCH (CHINA)	TOWLE (GALWAY CRYSTAL)	
BC	ROYAL DOULTON (CHINA)	ROYAL DOULTON (PORCELAIN)	
CS	NONE	NONE	

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BUSINESS WEEK

	1985	1984	1983
1/09/84			
2C	COMBINED WITH 12/31 ISSUE	STEELCASE (ULTRONIC 900)	
3C	******	RJR (VANTAGE)	
BC	******	TOYOTA (TERCEL)	
CS	******	AMI (HEALTH CARE)	
1/16/84			
2C	NEC CORP. (COMPUTERS) SP	PONTIAC (GRAND PRIX)	
3C	COMPUTERVISION (AUTOMIN)SP	NOT AVAILABLE	
BC	CITIBANK/CITICORP (BKING)	CITI CORP.	
CS	IBM (SOFTWARE)	AMERITECH	
1/23/84			
2C	QUANTAS (AIRLINES)	NAT. INTERGROUP INC. SP	
3C	AMER. EXPRESS (GOLD CD) SP	COMPUTERVISION (3CSP)	
BC	GOULD ELECTRONICS (CORP)	NISSAN (MAXIMA)	
CS	FOXBORO (CORP)	CPT	
1/30/84			
2C	STEELCASE INC. (BASIX)	OLDSMOBILE (CUTLASS)	
3C	WES-GROUP (FURNITURE SYS)	AUDI (5000S)	
BC	TRANSAMERICA (BUDGET CAR)	DAEWOO INT.	
CS	BELL SOUTH (CORP)	BELLSOUTH	
2/06/84			
2C	AMER. AIR./STATUE LIBERTY	STEELCASE (FURNITURE)	
3C	EASTMAN KODAK (DISKETTES)	ALPHA MICRO (COMPUTER)	
BC	NISSAN (300ZX)	RJR (VANTAGE)	
CS	FORT HOWARD (LINEN NAPKIN)	IBM	
2/13/84			
2C	TANDEM (COMPUTERS)	KELLY SRVS. (BUS. MNGMT.)	
3C	IBM (SYS 2000 TYPEWRITER)	DEBEERS	
BC	CITIBANK (CITI BANKING)	CITICORP (CITIBANK)	
CS	FED. EXP. (ZAPMAIL)	AMERICAN CAN PACKAGING	
2/20/84			
2C	PARKER HANNIFAN (FLUIDPWR)	JAGUAR (VANDEN PLAS)	
3C	SOFTWARE PUBL. (PFS SOFT)	DATA LIFE	
BC	CIGNA (HEALTH CARE)	ALLIED CORPORATION)	
CS	RAYTHEON (CORP)	FOXBORO (PROC.MGT&CONTROL)	
2/27/84			
2C	CANON USA (PERS. COMPUTER)	GOODYEAR (TIRES)	
3C	WYSE TECHNOLOGY (TERMINAL)	TOYOTA	
BC	MCDONNELL DOUGLAS (CORP)	COMPAQ (DISKETTES)	
CS	AT&T (UNIV. INFO SERVICES)	ALLEGHENY INT'L	
3/05/84			
2C	STEELCASE (BASIX WKPLACES)	STEELCASE (FURNITURE)	
3C	GM (FLEETWOOD)	CHEVROLET (CELEBRITY)	
BC	GEN.WINE&SPIRITS(CHVS RGL)	GEN. WINE & SPIRITS CO.	
CS	SPERRY CORP. (CORP)	EXXON (OFFICE SYSTEMS)	

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BUSINESS WEEK

	1985	1984	198
3/12/84			
2C	ARTHUR YOUNG (CORP)	GOULD ELECTRONICS	
3C	AMERITECH (CORP)	NOT AVAILABLE	
BC	CITIBANK (GLOBAL ELEC.BKG)	CITIBANK	
CS	CANON (TYPEWRITERS)	APPLE (MACINTOSH)	
3/19/84			
2C	NCR CORP (NCR PC4)	PORSCHE AUDI (PORSCHE)	
3C	FIRST NAT'L BK OF CHICAGO	PADDINGTON (J&B SCOTCH)	
BC	SCHENLEY (DEWAR'S)	RJR (VANTAGE)	
CS	SOFTSEL (COMPUTER SFTWARE)	HEWLETT PACKARD (CORP)	
3/21/84			
2C	MCDONNELL DOUGLAS(INF SYS)	BEATRICE (ASS'T. PROD.)	
3C	AMERICAN MOTORS (RENAULT)	RENAULT (ALLIANCE)	
BC	MAXELL CORP (DISK)	PANASONIC (VIDEO SYSTEMS)	
CS	NONE		
3/26/84			
2C	MASERATI AUTOS (BITURBO)	IBM	
3C	GRUMMAN (HAWKEYE)	DEPUY (COMPUTERVISION)	
BC	CIGNA CORP (INSURANCE)	BUDGET RENT A CAR	
CS	PORSCHE (928S)	WESTINGHOUSE (CORP.)	
4/02/84			
2C	AMER. EXP. (BLUE BOX) GT	STEELCASE (FURNITURE)	
3C	APRICOT INC. (COMPUTER) SP	IDA IRELAND (IND. DEVLPMT)	
BC	MCDONNELL DOUGLAS (VITEK)	SCHENLEY (DEWAR'S)	
CS	MERCEDES-BENZ (CARS)	RJR (STERLING)	
4/09/84			
2C	STEELCASE (CONCENTRX)	NOT AVAILABLE	
3C	ITT INC (XTRA PERS. COMP)	E.F. HUTTON	
BC	CITIBANK (BANKING)	CITI CORP. (CITIBANK)	
CS	GREYHOUND (CORP)	CADILLAC	
4/16/84			
2C	SCHENLEY (DEWAR'S) SP	SCHENLEY (DEWAR'S) SP	
3C	HEWLETT PACK.(MICROSOFT)SP	IBM (PC & PC JR.) (3CSP)	
BC	TRANSAMERICA (BUDGET CAR)	GOULD ELEC. (MINICOMPUTER)	
CS	APPLE COMPUTER (COMPUTERS)	MICRO-PRO	
4/23/84			
2C	IDA IRELAND (REP. OF IREL)	PADDINGTON (BAILEY'S)	
3C	CONRAIL (FREIGHT TRANSP.)	SWISSAIR (BUSINESS CLASS)	
BC	AVIS (RENT A CAR)	DAEWOO INT.	
CS	ANHEUSER-BUSCH (BEER)	AT&T	
4/30/84			
2C	STEELCASE (BASIX)	STEELCASE (FURNITURE)	
3C	IBM (BLUE CHIP SERVICE)	NOT AVAILABLE	
BC	IDA IRELAND (REP OF IREL)	IBM	
CS	AT&T (BETTER BUS. MACHINE)	NCR	

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BUSINESS WEEK

	1985	1984	1983
5/07/84			
2C	RCA (AEGIS SYSTEM) SP	INFOMART (COMPUTER INFO)	
3C	SPERRY CORP (COMPUTER) SP	NYNEX	
BC	CITIBANK (BANKING)	CITIBANK	
CS	CANON (AP TYPEWRITER) 4PGU	EASTERN (AIRLINES)	
5/14/84			
2C	SINGER (TECHNOLOGY) GT	CHEVROLET (CAVALIER WAGON)	
3C	MICROSOFT CORP (SOFTWARE)	RCA (VIDEO CAMERA)	
BC	AT&T (COMPUTER)	SUN CO. (OIL)	
CS	SALOMON BROS. (INNOVATION)	TEXAS INSTRUMENTS	
5/21/84			
2C	MCDONNELL DOUG(INFO SYS)SP	SINGER (TECH.) (GT +PG1)	
3C	CANADAIR (CHALLENGER 601)	COMPUTERVISION (3CSP)	
BC	SUN COMPANY (SUN ENERGY)	INFOTRON (DATA COMM.)	
CS	BELLSOUTH (COMMUNICATIONS)	CSX CORP. (TRANSPORTATION)	
5/28/84			
2C	LIFETIME SERV (CAR REPR)GT	STEELCASE (FURNITURE)	
3C	CONT. TELECOM (CAR PHN) SP	MCDONNELL DOUGLAS (CORP.)	
BC	GEN. WINE&SPIRIT(CHVS RGL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	AVATEX MODEMS (COMPUTERS)	IBM (INFORMATION NETWORK)	
6/04/84			
2C	CONTIN. TELECOM(CONTEL) SP	BRITISH AIRWAYS	
3C	TELECOM PLUS(COMMUN.) SP	NOT AVAILABLE	
BC	CITIBANK (BANKING)	NOT AVAILABLE	
CS	CHRYSLER (CORP)	MANUFACTURER'S (CORP)	
6/11/84			
2C	MASTER CARD (TRVL CKS) SP	AUSTIN-NICHOLS (BOURBON)	
3C	QUANTAS (AIRLINE) SP	DYSAN	
BC	MCDONNELL DOUGLAS (COMP)	TOYOTA	
CS	AT&T (INFORMATION SYSTEM)	COMPUTERVISION (CAD SYS)	
6/18/84			
2C	FUJITSU (COMPUTERS) SP	IBM (THE SMART DESK)	
3C	DAEWOOD (KOREAN INVST) SP	AT&T	
BC	AUSTIN NICHOLS (WILD TURK)	NISSAN	
CS	HAWORTH (OFFICE FURN)		
6/25/84			
2C	STEELCASE (OFFICE FURN)	STEELCASE (FURNITURE)	
3C	SCHENLEY (DEWAR'S)	MAXELL (DISKS)	
BC	AT&T (LONG DISTANCE)	SCHENLEY (DEWAR'S)	
CS	US WEST (LONG DISTANCE)	ALPHA MICRO (COMPUTER SYS)	
7/02/84			
2C	RADIO SHACK (COMPUTERS)	FOXBORO(PROCESS MANAGEMNT	
3C	EASTERN AIRLINE(AMER X CO)	PACIFIC TELESIS (HOLD.CO.)	
BC	CITICORP (INVEST. BANKING)	CITICORP (BANKING)	
CS	CITICORP (DINERS CLUB)	AT&T	

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BUSINESS WEEK

	1985	1984	1983
7/09/84			
2C	S.W. BELL (MOBILE PHONE)	IBM (PERSONAL COMP.SOFT.)	
3C	PORSCHE (944) SP	ASHTON-TATE (3CSP)	
BC	FIRST INTERSTATE BANK(CO.)	RJR (STERLING)	
CS	AT&T (LONG DISTANCE)	SO. PACIFIC TRANSPORTATION	
7/16/84			
2C	GTE SPRINT (SWEEPSTAKE) SP	DODGE (RAM) (GT)	
3C	NYNEX (COMMUNICATIONS)	SCHENLEY (DEWAR'S)	
BC	NCR (PERSONAL COMPUTERS)	AT&T (CORPORATE)	
CS	FORD (TEMPO SPORT GL)	HEWLETT-PACKARD (COMP)	
7/23/84			
2C	TOSHIBA AMER. (PHONE SYS.)	STEELCASE (FURNITURE)	
3C	TOYOTA (CAMRY)	VERBATIM (RECORDING DISKS)	
BC	DAEWOO INT. (CORPORATE)	HEWLETT-PACKARD(DSL TP LK)	
CS	NORTHERN TELECOM (COMM.)	EDITORIAL	
7/30/84			
2C	BANKERS TRUST CO. (CORP.)	ASHTON-TATE (FRAME WORK)	
3C	CHEVROLET (CAPRICE)	LOTUS (PRINTERS)	
BC	CITICORP (CORPORATE)	CITICORP(CREDIT&MARKETING)	
CS	CITICORP (DINERS CLUB)	APPLE COMPUTER	
8/06/84			
2C	GOODYEAR (EAGLE TIRES)	AMI (HEALTH CARE CLINICS)	
3C	SPERRY (MINICOMPUTERS)	IBM (IBM PC)	
BC	MASTER CARD (TRAV. CHECKS)	SUN CO. (OIL)	
CS	NORFOLK SO.(RAILWAY SERV.)	EDIT.& E&W (ACCOUNTANTS)	
8/13/84			
2C	US WEST (LONG DISTANCE) SP	INFOMART (COMPUTER INFO)	
3C	HEWLETT PACKARD (BUS.) SP	HAYES (MICROCOMPUTER PROD)	
BC	MCDONNELL DOUGLAS (JET)	PINKERTON (SECURITY)	
CS	IBM (SOFTWARES NOTES)	IBM (COMPUTERS)	
8/20/84			
2C	STEELCASE (OFFICE FURN.)	STEELCASE (FURNITURE)	
3C	SCHENLEY IMPORTS (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	TOYOTA (CRESSIDA)	TOYOTA (SUPRA)	
CS	AT+T (INFORMATION SYSTEM)	FOXBORO	
8/27/84			
2C	GRUMMAN (CORPORATE)	COMPUTERVISION (+PG1)	
3C	ITT (PERSONAL COMPUTERS)	MOTOROLA (3CSP)	
BC	CITICORP(CASH MANGMT.INFO)	RJR (STERLING)	
CS	CITICORP (DINERS CLUB CD.)	DODGE (MINI VAN)	
9/03/84			
2C	OKIDATA (PRINTER)	IBM (MAINTENANCE AGREEMT)	
3C	ROYAL BUS. MACH. (COPIER)	COMPUTERLAND (COMPUTERS)	
BC	SIR SPEEDY (PRINTING SERV)	RJR (VANTAGE)	
CS	IBM (PERSONAL COMP)	FANNIE MAE (MORTGAGES)	

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BUSINESS WEEK

	1985	1984	1983
9/10/84			
2C	NCR (PC 6 PERS. COMP) SP	MCDONNELL DOUGLAS (INFO)	
3C	CANON USA (TYPEWRITERS) SP	MAZDA (626) (3CSP)	
BC	MASTER CARD (GOLD CARD)	MAXELL (DISKS)	
CS	AMER. EXP. TR. (GOLD CARD)	GOODYEAR (TIRES)	
9/17/84			
2C	IBM (JET PRINTER)	STEELCASE (FURNITURE)	
3C	COMPAQ (COMPUTERS)	MERCEDEZ-BENZ (CORPORATE)	
BC	SCHENLEY (WHITE LABEL)	SCHENLEY (DEWAR'S)	
CS	AT&T (COMMUNICATIONS)	SOFTEAM (CONTEST)	
9/24/84			
2C	AM. EXP. TR. (HOMETOWN AM)	RJR (VANTAGE)	
3C	FORD (THUNDERBIRD)	NORTHWEST ORIENT (CORP.)	
BC	NATIONAL GYPSUM CO. (CORP)	CITIBANK (BANK SERVICES)	
CS	CITICORP (DINERS CLUB)	FOXBORO	
10/01/84			
2C	DEWAR'S (WHITE LABEL) SP	COMPUTERVISION (+PG1)	
3C	AT&T (LONG DISTANCE) 3CSP	AT&T (COMPUTERS) (3CSP)	
BC	TRAVELERS (INSURANCE)	RJR (VANTAGE)	
CS	RCA (COMM. SATELLITES)	FORD (VANS)	
10/08/84			
2C	GM (OLDSMOBILE CUTLASS)	DODGE (ARIES K)	
3C	AT&T (COMMUNICATIONS)	JEEP (WAGONEER)	
BC	CIGNA CORP. (INSURANCE)	CIGNA (CORPORATE)	
CS	GMC (TRUCK)	HEWLETT-PACKARD	
10/15/84			
2C	STEELCASE (OFFICE FURN.)	STEELCASE (FURNITURE)	
3C	GM (CADILLAC DEVILLE)	GM OLDSMOBILE (CALAIS)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	CHRYSLER(TURBO NEW YORKER)	DATA GENERAL	
10/22/84			
2C	HEWLETT PACK. (COMPUTER)SP	SINGER (CORPORATE)(GT+PG1)	
3C	IBM (BLUE CHIP SERVICE) SP	DIDGE (RAM TRUCK) (3CSP)	
BC	CITICORP (INVESTMENT BANK)	CITICORP (CORPORATE)	
CS	FORD (LINCOLN MARK VII)	FORD (BUMPERS)	
10/29/84			
2C	MOORE (BUSINESS INFO.) SP	FORD (THUNDERBIRD)	
3C	BELL ATLANTIC (COMM.) SP	RCA (FULL SPECTRUM TV)	
BC	BUDGET (RENT A CAR)	BUDGET (RENT-A-CAR)	
CS	BRITISH AIRWAYS (CORP)	OLDSMOBILE (CALAIS)	
11/05/84			
2C	CANADAIR (CHAL. 601) GATE	JEEP (WAGONEER)	
3C	GM (CADILLAC DE VILLE)	AMER. MOTORS (RENAULT)	
BC	SMENLEY (DEWAR'S)	PADDINGTON (BAILEY'S)	
CS	FORD (AEROSTAR)	FORD (TEMPO)	

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MAGAZINE COVER REPORT

BUSINESS WEEK

	1985	1984	1983
11/12/84			
2C	STEELCASE (OFFICE FURN.)	AMERITECH (CORPORATE)	
3C	DINES CLUB (CARD MEMBER)	GM (L985 98 REGENCY)	
BC	DAEWOO INT. (CORPORATE)	CIGNA (CORPORATE)	
CS	1PGEDIT/ XIDEX (DISKETTES)	HEWLETT-PACKARD	
11/19/84			
2C	BUCKINGHAM (CUTTY SARK)	BUCKINGHAM (CUTTY SARK)	
3C	GM (OLDSMOBILE DELTA 88)	OLDSMOBILE (DELTA 88)	
BC	CITICORP (INVESTMENT BKIN)	CITIBANK N.A. (CORPORATE)	
CS	CHRYSLER (LE BARON)	FORD (LINCOLN)	
11/26/84			
2C	MATSUSHITA ELEC. (VHS) SP	QANTAS (AIRLINES) (+PG1)	
3C	DODGE (MINI RAM VAN)	COMPUTERVISION(CORP)(3CSP)	
BC	USPS (EXPRESS MAIL)	RJR (VANTAGE)	
CS	GM 86 CADILLAC SEVILLE)	MERCEDES-BENZ (BRAKES)	
12/03/84			
2C	IDA (IRELAND INDUSTRIAL)	RJR (VANTAGE)	
3C	BUCKINGHAM (CUTTY SARK)	BUCKINGHAM (CUTTY SARK)	
BC	CIGNA (INVESTMENTS)	PANASONIC (VIDEO SYSTEM)	
CS	N. TELECOM (INFOR. PRODS)	NORTHERN TELE-COM	
12/10/84			
2C	STEELCASE (SEATING) SP	STEELCASE (CHAIRS)	
3C	MITSUBISHI (CORP) SP	AT&T (CARD CALLER)	
BC	SPIRITS (CHIVAS REGAL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	AUDI (5000 S CAR)	IBM (SOFTWARE)	
12/17/84			
2C	RENFIELD (PINCH)	RENFIELD (PINCH)	
3C	KOBRAND (BEEFEATER GIN)	MITSUBISHI (ELEC. PODUCTS)	
BC	CITICORP (INVESTMENTS)	CITIBANK,NA (CITIBANKING)	
CS	IBM (TELE COMMUNICATIONS)	HARRIS (INFO. TECHNOLOGY)	
12/24/84			
2C	GREATER MIAMI (MIAMI) SP	VOLKSWAGEN (JETTA) (+PG1)	
3C	SPIRITS (JAMESON)	PACIFIC TELESIS (3CSP)	
BC	MAXELL (FLOPPY DISCS)	COMSHARE (CORPORATE)	
CS	IBM (PERSONAL COMPUTER)	IBM (PERSONAL COMP.SOFT.)	
12/31/84			
2C	HEWLETT (BUS. COMP. SYS)SP	IBM (TYPEWRITERS) (GT)	
3C	S.W BELL (AUSTRALIAN YP)SP	CANON (MICROGRAPHICS)	
BC	CITICORP (INVESTMENT BANK)	INFOMART (CORPORATE)	
CS	PORSCHE (944 TURBO) GATE14	DODGE (LANCER)	

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CABLE GUIDE

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5/00/84
- 2C MANHATTAN CABLE(SPTS CN)GT
- 3C HEARST (CHANNEL Q)
- BC KODAK (FILM)
- CS EDITORIAL

6/00/84
- 2C EDITORIAL
- 3C LIFETIME (CABLE TV)
- BC B&W (KOOL)
- CS EDITORIAL

8/00/84
- 2C EDITORIAL
- 3C EDITORIAL
- BC KODAK (KODACOLOR FILM)
- CS EDITORIAL

9/00/84
- 2C PHILIP MORRIS(MARLBORO) SP
- 3C KODAK (VIDEOCASSETTES)
- BC AT&T (COMMUNICATIONS)
- CS EDITORIAL

10/00/84
- 2C PHILIP MORRIS (MERIT)
- 3C TDK (VIDEOCASSETTES)
- BC PHILIP MORRIS (MARLBORO)
- CS EDITORIAL

11/00/84
- 2C AT&T (COMMUNICATIONS)
- 3C B&W (KOOL)
- BC MAXELL (VIDEO TAPE)
- CS EDITORIAL

12/00/84
- 2C NORTH AMERICAN (TV) SP
- 3C KODAK (VIDEO TAPE T-120)
- BC PADDINGTON (J&B)
- CS EDIT/SUBURBAN (TV SHOWS)

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MAGAZINE COVER REPORT

CALIFORNIA

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (V SLIMS) SP	DODGE (CARAVAN) (GT)	
3C	RJR (MORE)	PHILIP MORRIS (MARLBORO)	
BC	CALVERT DISTILLERS (LIQ.)	TOYOTA (COROLLA)	
CS	GTE (SPRINT)	NISSAN (300 ZX)	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	TOYOTA (GTS TWIN CAM 16)	NISSAN (SENTRA)	
BC	RJR (WINSTON)	RJR (MORE)	
CS	WALT DISNEY PROD. (ANNIV)	EDITORIAL	
3/00/84			
2C	RJR (CAMEL)	RJR (CAMEL)	
3C	JOSEPH GARNEAU (MARTELL)	TOYOTA (SUPRA)	
BC	RJR (MORE)	RJR (MORE)	
CS	EDITORIAL	RJR (WINSTON)	
4/00/84			
2C	CHANEL (MAKE-UP)	CHANEL INC. (CHANEL COLOR)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	TOYOTA (TOYOTA)	NISSAN (SENTRA)	
CS	GM (CARS)	PALOMA PICASSO (FRAGRANCE)	
5/00/84			
2C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (MARLBORO)	
3C	TOYOTA (MR2)	TOYOTA (CELICA GTS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	FORD (LINCOLN)	MEXICO MINISTRY OF TOURISM	
6/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILLIP MORRIS (MARLBORO)	
3C	RJR (MORE)	RJR (MORE)	
BC	NAT'L FED. COFFEE GROWERS	REMY MARTIN (COGNAC)	
CS	EDITORIAL/MASTER CARD(M C)	NEW MEXICO	
7/00/84			
2C	PHILIP MORRIS (MARLBORO)	KAEPA (SNEAKERS)	
3C	ILLVA SARONNO (AMARETTO)	TOYOTA (1984 CELICA)	
BC	TOYOTA (MR2)	PHILIP MORRIS (VIRGINIA S)	
CS	PHILIP MORRIS (B&H)		
8/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
3C	CARILLON (ABSOLUT VODKA)	FORD (THUNDERBIRD TURBO)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	LOUISIANA (TOURISM)		
9/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
3C	BUCKINGHAM (CUTTY SARK)	HIRAM WALKER (SCHNAPP'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	LA COSTA (RESORT)	MEXICO MINISTRY OF TOURISM	
10/00/84			
2C	RJR (WINSTON)	RJR (MORE)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
BC	COFFEE GROWERS (COFFEE)	OLDSMOBILE (CALAIS)	
CS	NEW ZEALAND (TOURISM)	EDITORIAL	
11/00/84			
2C	JAGUAR (XJ6 CAR)	PHILIP MORRIS (VIRGINIA S)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	TOYOTA (TRUCK)	TOYOTA (CRESSIDA)	
CS	WINE & FOOD BOOKLET	WINES OF FRANCE	
12/00/84			
2C	RJR (WINSTON)	RJR (CAMEL)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	KODAK (KODACOLOR VR 100)	CARILLON (GRAND MARNIER)	
CS	REDDINGTON (BAILEYS)/EDIT	EDITORIAL	

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MAGAZINE COVER REPORT

CAR & DRIVER

	1985	1984	1983
1/00/84			
2C	VOLKSWAGEN (GOLF) GT	TOYOTA (TECH) (+PG1)	
3C	DIRECT RESPONSE (RDR DETR)	PHILIP MORRIS (MERIT)	
BC	NISSAN (300ZX)	FORD (MUSTANG SVO)	
CS	CHEVY (S-10 MAXI CAB)	NISSAN (300 ZX)	
2/00/84			
2C	CHRYSLER (LE BARON) GT	DODGE (CARAVAN) (+PG1)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	FORD (LTD)	CADILLAC	
CS	GM (CHEVY ENGINES)	PONTIAC (FIREBIRD)	
3/00/84			
2C	VOLKSWAGEN (GTI) SP	RJR (SALEM) (+PG1)	
3C	RJR (WINSTON)	FORD (MUSTANG SVO)	
BC	DATSUN (NISSAN TRUCK)	TOYOTA (XTRACABS)	
CS	PORSCHE (928C)	GOODRICH(HIGH RECH RADIAL)	
4/00/84			
2C	HONDA (NIGHTHAWK S) SP	DODGE (DAYTONA) (GT)	
3C	GM (GMC SAFARI)	VOLVO (TURBO)	
BC	GM (CIMARRON)	TOYOTA (SUPRA)	
CS	MAZDA (B2000 TRUCKS)	NISSAN (300 ZX)	
5/00/84			
2C	CHRYSLER (LASER) GT	PORSCHE-AUDI (+PG1)	
3C	GM (INNER SHIELD)	TOYOTA (TECH) (3CSP)	
BC	GM (OLDS CALAIS 500)	FORD (TRUCKS)	
CS	FORD (THUNDERBIRD)	NISSAN (200SX)	
6/00/84			
2C	RJR (VANTAGE) SP	RJR (VANTAGE) (+PG1)	
3C	UNIROYAL (TIRES)	DUNLOP (RADIAL TIRES)	
BC	NISSAN (KING CAB)	TOYOTA (4RUNNER SR5)	
CS	CHRYSLER (TURBO CARS)	BMW (BMW 325E)	
7/00/84			
2C	RJR (STERLING) SP	RJR (CAMEL)	
3C	MOBIL OIL CORP (MOTOR OIL)	SONY (STEREO'S)	
BC	NISSAN (STANZA)	NISSAN (200SX)	
CS	VOLKSWAGEN (JETTA)	FORD (LTD)	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	FORD (CARS)	CONTROLONICS (RADAR DET.)	
BC	BRIDGESTONE (RADIAL TIRES)	TOYOTA	
CS	TOYOTA (MR2)	FORD (MERCURY TOPAZ)	
9/00/84			
2C	RJR (STERLING) SP	RJR (SALEM) (+PG1)	
3C	UNIROYAL (TIRES)	ARMSTRONG RUBBER (TIRES)	
BC	TOYOTA (4X4 SR5 TRUCK)	TOYOTA (CELICA GTS)	
CS	AM. HONDA (CIVIC DX HATCH)	MAZDA (B2000 SPORT LE)	
10/00/84			
2C	******	TOYOTA (TECH) (GT)	
3C	******	ALLIED (AUTOLITE SPK.PLUG)	
BC	******	OLDSMOBILE (CALAIS)	
CS	******	PONTIAC (GRAND AM)	
11/00/84			
2C	TOYOTA (CELICA) GATE	NISSAN (MAXIMA SE) (+PG1)	
3C	VALVOLINE (MOTOR OIL)	TOYOTA (COROLLA)	
BC	GM (OLDSMOBILE TORONADO)	DODGE (RAM 50)	
CS	MAZDA 626)	MITSUBISHI (GALANT) (GT)	
12/00/84			
2C	******	VOLKSWAGEN (JETTA)(GT+PG1)	
3C	******	DIRECT RESPONSE (RDR DET.)	
BC	******	TOYOTA (CRESSIDA)	
CS	******	SHARPER IMAGE (ASS'T PROD)	

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MAGAZINE COVER REPORT

CAR CRAFT

	1985	1984	1983
1/00/84			
2C	CHRYSLER (LANCER) GT	PHILIP MORRIS (MARLBORO)	
3C	RJR (CAMEL)	FORD (RANGER)	
BC	GM (PONTIAC FIREBIRD)	PONTIAC (SUNBIRD)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	RJR (WINSTON)	RJR (WINSTON)	
3C	NAVY (RECRUITING)	FORD (RANGER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (MARLBORO)	PONTIAC (FIREBIRD)	
3/00/84			
2C	GM (FIERO GT)	PONTIAC (TRANS AM)	
3C	QUAKER STATE (MOTOR OIL)	CRANE CAMS	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	KAWASAKI (KAWASAKI PROD)	EDITORIAL	
4/00/84			
2C	GOODYEAR (TIRES) SP	DODGE (DAYTONA) (GT)	
3C	MOTORCRAFT (MOTORCRAFT)	THRUSH TURBO (MUFFLERS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	RJR (CAMEL)	GOODYEAR (EAGLE TIRES)	
5/00/84			
2C	MALLORY&ERSON (RACING APP)	ERSON PROD. (CAMS)	
3C	SUZUKI (INTRUDER)	THRUSH TURBO (MUFFLERS)	
BC	AMERICAN TOB (LUCKY)	PONTIAC (INDY FIERO)	
CS	GM (CAMARO)	GOODRICH(HIGH TECH RADIAL)	
6/00/84			
2C	RJR (CAMEL)	RJR (SALEM)	
3C	MALLORY&ERSON (RACING APP)	THRUSH TURBO (MUFFLERS)	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	FORD (MUSTANG)	K-MART AUTO CENTERS	
7/00/84			
2C	RJR (STERLING) SP	RJR (CAMEL) (+PG1)	
3C	AMERICAN TOB. (LUCKY)	AMERICAN TOBACCO (LUCKY)	
BC	MOTORCRAFT (AUTO PARTS)	STROHS BREW. (STROHS BEER)	
CS	GOODYEAR (TIRES)	GOODYEAR (EAGLE TIRES)	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (PLAYERS)	
3C	EAGLE ONE INDUSTRIES(TIRE)	CHAMPION SPARK PLUG CO.	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	BF GOODRICH (RADIAL TIRES)	PHILIP MORRIS (MARLBORO)	
9/00/84			
2C	RJR (SALEM)	RJR (SALEM)	
3C	CHAMPION CO (SPARK PLUGS)	FORD (RANGER TRUCK)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	PHILIP MORRIS (MARLBORO)	PIONEER (SUPERTUNER III)	
10/00/84			
2C	RJR (VANTAGE) SP	RJR (WINSTON)	
3C	CHAMPION (SPARK PLUG)	CHAMPION SPARK PLUGS	
BC	RJR (WINSTON)	RJR (SALEM)	
CS	PHILIP MORRIS (MERIT)	DODGE (OMNI GLH)	
11/00/84			
2C	AMERICAN TOBACCO (LUCKY)	DODGE (ARIES K) (GT)	
3C	FORD (THUNDERBIRD)	STROH BREWERY (STROH BEER)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	PHILIP MORRIS (MERIT)	
12/00/84			
2C	RJR (WINSTON)	DODGE (ARIES K) (GT)	
3C	NGK (SPARK PLUGS)	UNIDEN (RADAR DETECTOR)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	FORD (TEMPO)	GOODYEAR (EAGLE TIRES)	

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MAGAZINE COVER REPORT

CARNEGIE HALL

	1985	1984	198
1/00/84			
2C	LORILLARD (KENT)	RJR (MORE)	
3C	NISSAN (300ZX)	FORD (THUNDERBIRD FILA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)	
2/00/84			
2C	UNITED AIRLINES (SERVICE)	RJR (VANTAGE)	
3C	AMERICAN MOTORS (RENAULT)	PADDINGTON(BAILEYS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	CHRYSLER (LE BARON GTS)	REVLON (MAKEUP)	
3/00/84			
2C	******	RJR (VANTAGE)	
3C	******	SCHENLEY (DEWAR'S)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	REVLON (SANTA FE COLORS)	
4/00/84			
2C	******	SCHENLEY(DEWAR'S)	
3C	******	NISSAN (300ZX)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******		
5/00/84			
2C	RJR (MORE)	RJR (STERLING)	
3C	UNITED AIRLINES (CHICAGO)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	REVLON (JONTUE)	REVLON (COLOR)	
6/00/84			
2C	FORD (LINCOLN) SP	RJR (STERLING)	
3C	HIRAM WALKER (CAN. CLUB)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	REVLON (MAKE-UP)	REVLON (COLOR)	
7/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******	NOT AVAILABLE	
8/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******	NOT AVAILABLE	
9/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******	NOT AVAILABLE	
10/00/84			
2C	******	RJR (VANTAGE)	
3C	******	AMERICAN MOTORS (RENAULT)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	REVLON (ALL AMER. COLORS)	
11/00/84			
2C	******	RJR (VANTAGE)	
3C	******	REMY MARTIN (COGNAC)	
BC	******	PHILIP MORRIS (B&H)	
CS	******		
12/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******	NOT AVAILABLE	

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MAGAZINE COVER REPORT

CHANGING TIMES

	1985	1984	198
1/00/84			
2C	PHILIP MORRIS (MERIT) SP	RJR (VANTAGE)	
3C	WHIRLPOOL APPL. (24HR SER)	AT&T	
BC	RJR (NOW)	PHILIP MORRIS (PLAYERS)	
CS	PHILLIPS PETROLEUM (FILMS)	PEUGEOT (505 STI)	
2/00/84			
2C	RJR (NOW)	RJR (VANTAGE)	
3C	RJR (VANTAGE)	SEARS FINANCIAL	
BC	BMW (528L)	PHILIP MORRIS (MERIT)	
CS	FORD (TEMPO)	FORD (MERCURY COUGAR)	
3/00/84			
2C	AT&T (INFO SYSTEMS)	PHILIP MORRIS (MERIT)	
3C	CHRYSLER (RELIANT)	FORD (LTD CROWN VICTORIA)	
BC	RJR (NOW)	RJR (NOW)	
CS	AMERICAN EXPRESS (IDS)	FORD (THUNDERBIRD)	
4/00/84			
2C	NATL DISTILLERS (GILBEY'S)	MERCURY (LYNX) (+PG1)	
3C	AT&T (REACH OUT AMERICA)SP	AT&T (3CSP)	
BC	GM (OLDS CIERA)	LORILLARD (KENT)	
CS	PEUGEOT (505 TURBO)	RJR (VANTAGE)	
5/00/84			
2C	PEUGEOT (505 S) SP	RJR (STERLING)	
3C	FORD (THUNDERBIRD) SP	DODGE (ARIES K) (3CSP)	
BC	RJR (NOW)	LORILLARD (KENT)	
CS	XEROX CORP (TEAM XEROX)	AT&T	
6/00/84			
2C	PEUGEOT (PEUGEOT) SP	PHILIP MORRIS (MERIT)	
3C	FORD (ERGONOMICS) SP	AT&T (CORP.)	
BC	RJR (NOW)	RJR (VANTAGE)	
CS	BMW (524 TURBO DIESEL)	AT&T	
7/00/84			
2C	MANUFACTURERS HAN (CORP)	LORILLARD (TRUE)	
3C	ARMY (RECRUITMENT) SP	RJR (VANTAGE)	
BC	AMC (EAGLE)	DODGE (ARIES SE)	
CS	PRUDENTIAL (INSURANCE)	PEUGEOT (WAGON)	
8/00/84			
2C	PEUGEOT MOTORS (PEUGEOT)SP	RJR (STERLING) (+PG1)	
3C	AMC (EAGLE)	FORD (COUNTRY SQUIRE)	
BC	AT+T (COMMUNICATIONS)	PHILIP MORRIS (MERIT)	
CS	PRUDENTIAL(LIFE INSURANCE)	OWENS/CORNING (ENERGY SAV)	
9/00/84			
2C	ARMY (ARMY COLLEGE FUND)SP	AT&T (LONG DISTANCE)(+PG1)	
3C	WHIRLPOOL (HOME APPLIANCE)	FORD (MUSTANG)	
BC	AT&T (COMMUNICATIONS)	LORILLARD (TRUE)	
CS	AMERICAN EXP (IDS)	ARMSTRONG (FLOORS)	
10/00/84			
2C	AT&T (LONG DISTANCE)	PEUGEOT (505 TURBO) (+PG1)	
3C	AMERICAN MOTOR (EAGLE)	LORILLARD (TRUE))	
BC	AT&T (CORP)	GM (CADILLAC)	
CS	PHILLIPS PETRO (FILMS)	BANKERS LIFE & EDITORIAL	
11/00/84			
2C	W&A GILBEY LTD (GIN)	PHILIP MORRIS (MERIT)	
3C	GM (DELTA 88)	PLYMOUTH (RELIANT SUPER K)	
BC	RJR (NOW)	RJR (STERLING)	
CS	THE PADDINGTON CORP (J&B)	IBM (PC FAMILY)	
12/00/84			
2C	TOYOTA (CELICA)	FORD (TEMPO) (+PG1)	
3C	SUBARU (SUBARU WAGON)	AT&T (3CSP)	
BC	RJR (NOW)	RJR (NOW)	
CS	PRINCIPAL FIN GR.(FINANCE)	DODGE (ARIES)	

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CONNECTICUT

	1985	1984	1983
1/00/84			
2C	CONNECTICUT NAT'L (BNKING)	CHATEAU ST. MICHELLE	
3C	ENSIGN BICKFORD (REALTY)	J&R POLLACK (STORE)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	AMERICAN EXPRESS	EMERY (DELIVERY)&EDITORIAL	
2/00/84			
2C	BARDY & HAYES (JEWELRY)	ST. GEORGE'S CLUB	
3C	HARLEY HOTELS (HARLEY)	EMBASSY TOWERS	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	CONNECTICUT NAT'L (BKING)	CONNECTICUT NATIONAL BANK	
3C	TOYOTA (CRESSIDA)	BUICK (CENTURY)	
BC	PHILIP MORRIS (MERIT)	HEUBLEIN (IRISH MIST)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	CHATEAU STE.MICHELLE(WINE)	HOLIDAY INN (CROWNE PLAZA)	
3C	ENSIGN BICKFORD (REALTY)	PALMER & LORD (SAMBUCA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	BENETTON (SUNGLASSES)	ASS'T ADVERTISERS	
5/00/84			
2C	CONNECTICUT NAT'L (BKING)	CONNECTICUT NATIONAL BANK	
3C	AT&T (LONG DISTANCE)	SCOTT (SWIMMING POOLS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	ASS'T ADVERTISERS	
6/00/84			
2C	CULBRO (GRIFFIN CENTER)	HOLIDAY INN (CROWNE PLAZA)	
3C	ENSIGN BICKFORD (REALTY)	TOYOTA (COROLLA LE SEDAN)	
BC	AT&T (LONG DISTANCE)	RJR (STERLING)	
CS	PHILIP MORRIS (CORPORATE)	EDIT. & MYSTIC COLOR LAB	
7/00/84			
2C	CONN. NAT'L BANK(BANKING)	CONN. NAT. BANK (CREDIT)	
3C	FUSCO (MARITIME CENTER)	PALMER & LORD (SAMBUCA)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	NAFTZER & KUHE (AD AGENCY)	
8/00/84			
2C	SO.NEW ENG.TELEPHONE(CORP)	TOYOTA (CAMRY SEDAN)	
3C	PALMER+LORD (SAMBUCA)	RJR (STERLING)	
BC	TOYOTA (MR2)	GEN.WN&SPT (CHIVAS REGAL)	
CS	ELLIOT (BRITTLE)/EDIT		
9/00/84			
2C	CONNECTICUT NB (CREDIT)	CONN. NAT. BANK (CREDIT)	
3C	UNION TRUST (MONEY MNGMT)	HOLIDAY INN (CROWNE PLAZA)	
BC	BUCKINGHAM CO.(CUTTY SARK)	RJR (STERLING)	
CS	BENTTON (F/W 85 CATALOG)	EDITORIAL	
10/00/84			
2C	S NEW ENGLAND PHONE (CORP)	PALMER & LORD (SAMBUCA)	
3C	E B REALTY (POWDER FOREST)	NORWICH INN	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	1/2 EDIT. MERRILL LYNCH	EDITORIAL	
11/00/84			
2C	CONN. BANK (CREDIT LINE)	CONN. NAT. BANK(BANK SERV)	
3C	UNION TRUST (FINANCIAL)	WHITNEY'S (YOGURT)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	PERUGINA (CHOCOLATE)	SOMERSET (JOHNNIE WALKER)	
3C	S. N E TELE. (LONG DIST.)	WHITNEY FOODS (YOGURT)	
BC	BUCKINGHAM (CUTTY SARK)	RJR (STERLING)	
CS	EDITORIAL	EDITORIAL	

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CONNOISSEUR

	1985	1984	1983
1/00/84			
2C		KIDDER PEABODY	
3C		BMW (733I)	
BC		CENTURY (FURNITURE)	
CS		NONE	
2/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		NOT AVAILABLE	
3/00/84			
2C		CORUM ADMIRAL (WATCH)	
3C		REMY MARTIN (COGNAC)	
BC		CENTURY (FURNITURE)	
CS		NONE	
4/00/84			
2C		WATERFORD (CRYSTAL)	
3C		CHOPARD WATCH CORP.	
BC		BAKER (FURNITURE)	
CS		NONE	
5/00/84			
2C		LENOX (CHINA & CRYSTAL)	
3C		ARBOR HOUSE (AMER. TASTE)	
BC		TOWLE (SILVERSMITHS)	
CS		NONE	
6/00/84			
2C		BAKER (FURNITURE)	
3C		TOWLE (SILVERSMITHS)	
BC		LENOX (CRYSTAL)	
CS		NONE	
7/00/84			
2C		HENREDON (FURNITURE)	
3C		SEA GODDESS CRUISES	
BC		CONCORD WATCH (MARINER SG)	
CS		NONE	
8/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		NOT AVAILABLE	
9/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		NOT AVAILABLE	
10/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		NOT AVAILABLE	
11/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		NOT AVAILABLE	
12/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		NOT AVAILABLE	

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COSMOPOLITAN

	1985	1984	1983
1/00/84			
2C	CLAIROL (STYLING BRUSH)	CLAIROL (SHAMPOO) (+PG1)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
BC	NOXELL (NAIL POLISH)	NOXELL (COVER GIRL)	
CS	NONE	NONE	
2/00/84			
2C	CLAIROL (COLOR FOAM) SP	CLAIROL (FROST & TIP)	
3C	P&G (SECRET)	B&W (BARCLAY)	
BC	MAX FACTOR (LE JARDIN)	MAX FACTOR	
CS	NONE	NONE	
3/00/84			
2C	FORD (MUSTANG) SP	CLAIROL (CONDITION) (+PG1)	
3C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
BC	RJR (SALEM)	RJR (BRIGHT)	
CS	NONE	NONE	
4/00/84			
2C	REVLON (BIRD IN PARADISE)SP	ULTIMA II (MAKEUP) (+PG1)	
3C	WATERFORD (CRYSTAL)	GEN. WN.&SPT (RONRICO RUM)	
BC	AMERICAN TOB. (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	NONE	NONE	
5/00/84			
2C	CLAIROL (FINAL NET) SP	PHILIP MORRIS (MAR.) (GT)	
3C	AAFRI (FACIAL SCRUB)	GILLETTE (BODY FLOWERS)	
BC	NOXELL (OPULENCE)	NOXELL (COVER GIRL)	
CS	NONE	NONE	
6/00/84			
2C	COSMAIR (PREFERENCE) SP	MAXFACTOR(COLORFAST)(+PG1)	
3C	TAMBRANDS (TAXPAX)	TAMPAX (TAMPAX)	
BC	MAYBELLINE (BLOOMING CLRS)	MAYBELLINE (NAIL COLOR)	
CS	NONE	NONE	
7/00/84			
2C	CLAIROL (BIKINI SHAVER)	CLAIROL (SHAMPOO) (+PG1)	
3C	GILLETTE (SOFT & DRI)	GILLETTE (BODY FLOWERS)	
BC	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
8/00/84			
2C	REVLON (CUSTOM EYES) SP	REVLON (CUSTOM EYES)(+PG1)	
3C	JOHNSON+SONS (HALSA SHAMP)	KIMBERLY CLARK (LT. DAYS)	
BC	MYSTERY GUILD (BOOKS)	MYSTERY GUILD (BOOKS)	
CS	NONE	NONE	
9/00/84			
2C	ULTIMA II (MAROC) SP	ULTIMA II (DESIGNER COLOR)	
3C	PROCTOR & GAMBLE (CAMAY)	P&G (SURE DEODORANT)	
BC	LORILLARD (NEWPORT)	LORILLARD (TRUE)	
CS	NONE	NONE	
10/00/84			
2C	ESTEE LAUDER (PERFUME) SP	MAX FACTOR (EYE SHADOW)	
3C	MAYBELLINE (EYE PENCIL)	MAYBELLINE (MOISTURE WHIP)	
BC	PHILIP MORRIS (MARLBORO)	B&W (BARCLAY)	
CS	NONE	NONE	
11/00/84			
2C	JOVAN (MUSK) GATE	BRISTOL-MYERS(NUF.)(+PG1)	
3C	HIRAM WALKER (CAN. CLUB)	HIRAM WALKER (CAN.CLUB)	
BC	RJR (VANTAGE)	RJR (SALEM)	
CS	NONE	NONE	
12/00/84			
2C	REVLON (EYE SHADOW) SP	REVLON (RADIANCE) (+PG1)	
3C	LORILLARD (KENT)	LORILLARD (KENT)	
BC	SEAGRAM (SEAGRAM 7)	SEAGRAM (SEAGRAM'S 7)	
CS	NONE	NONE	

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COUNTRY LIVING

	1985	1984	198
1/00/84			
2C	ARMSTRONG (SOLARIAN) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	PADDINGTON (BAILEYS)	WHIRLPOOL (DISHWASHER)	
BC	RJR (MORE)	RJR (NOW)	
CS	NONE	NONE	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	THOMASVILLE (FURN.) (+PG1)	
3C	ONEIDA (SILVERWARE)	ONEIDA (SILVER)	
BC	RJR (MORE)	RJR (VANTAGE)	
CS	NONE	NONE	
3/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	RJR (MORE)	RJR (VANTAGE)	
BC	GM (CIMARRON)	P&G (DUNCAN HINES)	
CS	NONE	NONE	
4/00/84			
2C	ARMSTRONG (FLOORS) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	KENTILE FLOORS (FLOORS)	RJR (MORE)	
BC	CHRYSLER (LANCER)	OLDSMOBILE (CRUISERS)	
CS	NONE	NONE	
5/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	WEDGEWOOD (DINNERWARE)	WEDGWOOD (CHINA)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
6/00/84			
2C	RJR (VANTAGE) SP	RJR (STERLING) (+PG1)	
3C	ONEIDA (SILVERWARE)	ONEIDA (SILVER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
7/00/84			
2C	RJR (STERLING) SP	RJR (STERLING) (+PG1)	
3C	RJR (NOW)	RJR (MORE)	
BC	PADDINGTON CORP (BAILEY'S)	KRAFT (SALAD DRESSING)	
CS	NONE	NONE	
8/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	KITCHEN AID (APPLIANCES)	FORD (PICKUPS)	
BC	LENOX (CHINA & CRYSTAL)	OLYMPIC (OIL STAIN)	
CS	NONE	NONE	
9/00/84			
2C	TAYLOR (BLUSH WINE) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	DEL MONTE (VEGETABLES)	LANE (FURNITURE)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
10/00/84			
2C	FORD (BRONCO II) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	KENTILE FLOORS (TILES)	LAND O LAKES (BUTTER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
11/00/84			
2C	ARMSTRONG (FLOORS) GATE	ARMSTRONG (FLOORS) (+PG1)	
3C	RJR (MORE)	RJR (NOW)	
BC	ONEIDA (STAINLESS WARES)	ONEIDA (SILVERWARE)	
CS	NONE	NONE	
12/00/84			
2C	PHILIP MORRIS (V/SLIMS) SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	RALSTON PURINA (CAT CHOW)	PANASONIC (MICROWAVE)	
BC	RJR (MORE)	RJR (NOW)	
CS	NONE	NONE	

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CUISINE

	1985	1984	198
2/00/84			
2C		RCA (COLORTRAK TV) (+PG1)	
3C		RJR (VANTAGE)	
BC		SCHENLEY (DEWAR'S)	
CS		EDITORIAL	
3/00/84			
2C		MAIDSTONE WN&SPT (+PG1)	
3C		HEUBLEIN (SMIRNOFF VODKA)	
BC		HIRAM WALKER (AMARETTO)	
CS		EDITORIAL	
4/00/84			
2C		PHILIP MORRIS (MAR.)(+PG1)	
3C		PAIDINGTON (DEMI-TASSE)	
BC		RJR (MORE)	
CS		EDITORIAL	
5/00/84			
2C		KOHLER (KITCHEN CENTER)	
3C		W.A. TAYLOR (COURVOISIER)	
BC		PHILIP MORRIS (PLAYERS)	
CS		EDITORIAL	
6/00/84			
2C		PHILIP MORRIS (VS) (+PG1)	
3C		RJR (VANTAGE)	
BC		DANSK (ENAMELWARE)	
CS		EDITORIAL	
7/00/84			
2C		PHILIP MORRIS (B&H)	
3C		WHIRLPOOL (DISHWASHER)	
BC		PHILIP MORRIS (VIRGINIA S)	
CS		EDITORIAL	
8/00/84			
2C		CHRYSLER (LASER)	
3C		SCHENLEY (DEWAR'S)	
BC		RJR (STERLING)	
CS		EDITORIAL	
9/00/84			
2C		PHILIP MORRIS (VIRGINIA S)	
3C		SCHENLEY (DEWAR'S)	
BC		PHILIP MORRIS (PLAYERS)	
CS		EDITORIAL	
10/00/84			
2C		MAIDSTONE (KAHLUA)	
3C		PHILIP MORRIS (MERIT)	
BC		KRUG (CHAMPANGE)	
CS		EDITORIAL	
11/00/84			
2C		PHILIP MORRIS (B&H)	
3C		RJR (NOW)	
BC		PREMIERE (KRUG CHAMPAGNE)	
CS		EDITORIAL	
12/00/84			
2C		PHILIP MORRIS (B&H)	
3C		PANASONIC (MICROWAVE)	
BC		REMY MARTIN (REMY MARTIN)	
CS		EDITORIAL	

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CYCLE	1985	1984	1983
1/00/84			
2C	KAWASAKI (NINJA 600R)	HONDA (CYCLE) (+PG1)	
3C	RJR (WINSTON)	PHILIP MORRIS (PLAYERS)	
BC	HARLEY-DAVIDSON (RIDE ONE)	HARLEY-DAVIDSON (CYCLE)	
CS	PHILIP MORRIS (MERIT)	YAMAHA (VENTURE)	
2/00/84			
2C	SUZUKI (MOTORCYCLES) SP	PHILIP MORRIS (MARLBORO)	
3C	KAWASAKI (750 TURBO)	METZELER (TIRES)	
BC	RJR (WINSTON)	HARLEY-DAVIDSON (XR1000)	
CS	HONDA (GOLDWING)	HONDA (HONDA LIGHTS)	
3/00/84			
2C	AMER.HONDA MTRS.(MTRCYCLE)	HONDA (MOTORCYCLE)(GT+PG1)	
3C	VELTER PROD. (SNELL HLMT)	METZELER (TIRES)	
BC	METZELER (ME33 LASER)	HARLEY-DAVIDSON (CYCLE)	
CS	YAMAHA (MAXIM 700)	HONDA (1984 GOLD WINGS)	
4/00/84			
2C	DATSUN (NISSAN 4X4)	HONDA (MOTORCYCLE)(GT+PG1)	
3C	AMERICAN TOB. (LUCKY)	BMW (MOTOCYCLE)	
BC	MICHELIN (TIRES)	HARLEY-DAVIDSON (CYCLES)	
CS	YAMAHA (FZ ENGINE)	HARLEY-DAVIDSON (APPAREL)	
5/00/84			
2C	BMW (MOTORCYCLE)	BMW (MOTORCYCLES)	
3C	SHOEI (HELMET)	METZELER (TIRES)	
BC	METZELER (TIRES)	HARLEY LEATHERS (CLOTHES)	
CS	YAMAHA (FZ 750)	HONDA (XR500R & XR350R)	
6/00/84			
2C	YAMAHA (MOTORCYCLES) SP	CHEVY (TRUCKS)	
3C	SHOEI (HELMETS)	METZELER (TIRES)	
BC	METZELER (TIRES)	HARLEY-DAVIDSON (CYCLES)	
CS	AMER.HONDA MTRS (MAGNAS)	CONTINENTAL (TIRES)	
7/00/84			
2C	HONDA (MOTORCYCLES) SP	CHEVY (TRUCKS)	
3C	SHOEI (HELMETS)	RJR (CAMEL)	
BC	METZELER (TIRES)	HARLEY-DAVIDSON(FXRTCYCLE)	
CS	SUZUKI (MOTORCYCLE)	HONDA (V65 SABRE)	
8/00/84			
2C	SHOEI HELMET (RF-V RACERS)	METZLER (TIRES)	
3C	RJR (SALEM)	RJR (CAMEL)	
BC	METZELER (TIRES)	HARLEY DAVIDSON (CYCLES)	
CS	SUZUKI ('86 CALVACADE LX)	BMW (MOTORCYCLES)	
9/00/84			
2C	RJR (STERLING)	RJR (CAMEL) (+PG1)	
3C	SHOEI HELMET (RF-V RACERS)	RJR (SALEM)	
BC	RJR (CAMEL)	HARLEY DAVIDSON (FXRT)	
CS	PHILIP MORRIS (MERIT)	BMW (MOTORCYCLE)	
10/00/84			
2C	SHOI (RF-V SAFETY HELMET)	BMW (MOTORCYCLES) (+PG1)	
3C	RJR (WINSTON)	RJR (SALEM)	
BC	ISUZU (TROOPER II)	HARLEY DAVIDSON (JACKETS)	
CS	AMER. HONDA (NIGHTHAWK S)	YAMAHA	
11/00/84			
2C	SHOEI (RFV RACERS HELMET)	METZELER (TIRES)	
3C	RJR (WINSTON)	RJR (WINSTON)	
BC	SUZUKI (INTRUDER VS 700GL)	HARLEY DAVIDSON (LEATHERS)	
CS	MICHELIN (HI TOUR TIRES)	SUZUKI (MOTORCYCLES)	
12/00/84			
2C	PHILIP MORRIS (MARLBORO)	METZELER (TIRES)	
3C	SHOEI (RF V RACERS)	RJR (WINSTON)	
BC	RJR (WINSTON)	HARLEY DAVIDSON (LEATHERS)	
CS	SUZUKI (CALVACAIDE LX)	SUZUKI (MOTORCYCLES)	

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MAGAZINE COVER REPORT

CYCLE WORLD

	1985	1984	1983
1/00/84			
2C	TOYOTA (ONE-TON TRUCK)	BMW (MOTORCYCLE ENGINE)	
3C	NISSAN (KING CAB)	CHRYSLER (COLT)	
BC	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (PLAYERS)	
CS	HONDA (CR500R)	HONDA (XR500R & XR350R)	
2/00/84			
2C	NISSAN (LONG BED)	CHEVEY (S-10 MAXI CAB)	
3C	TOYOTA (STANDARD BED)	METZELER (TIRES)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	BMW (K100RT)	HONDA (VT500 ASCOT)	
3/00/84			
2C	PHILIP MORRIS (MERIT) SP	HONDA (MOTORCYCLE)(GT+PG1)	
3C	METZELER (ME 33 LASER)	METZELER (TIRES)	
BC	AMERICAN TOB (LUCKY)	HARLEY-DAVIDSON (CYCLE)	
CS	HONDA (LIMITED EDITION)	YAMAHA (MOTORCYCLE) (GT)	
4/00/84			
2C	HONDA (INTERCEPTOR) SP	HONDA (MOTORCYCLE) (+PG1)	
3C	METZELER (TIRES)	METZELER (TIRES)	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	YAMAHA (MAXIM 700)	HONDA (1984 GOLD WINGS)	
5/00/84			
2C	KAWASAKI (ELIMINATOR) GT	HONDA (MOTORCYCLE)(GT+PG1)	
3C	METZELER (TIRES)	METZELER (TIRES)	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	CONTINENTAL PROD. (TIRES)	CONTINENTAL (TIRES)	
6/00/84			
2C	NISSAN (LONG BED)	VETTER (HELMET)	
3C	METZELER (ME 88 MARATHON)	METZELER (TIRES)	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	DUNLOP TIRE CORP (TIRES)	HONDA (V30 MAGNA)	
7/00/84			
2C	TOYOTA (TRUCKS)	PHILIP MORRIS(MERIT)(+PG1)	
3C	METZELER (TIRES)	NISSAN (1984 4X4)	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	SUZUKI (MOTORCYCLE)	HONDA (SHADOW&SHADOW 500)	
8/00/84			
2C	RJR (CAMEL)	RJR (CAMEL)	
3C	SUZUKI (INTRUDER)	FORD	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	BMW (MOTORCYCLES)	
9/00/84			
2C	CHEVY TRUCK (BAJA 1000)	PHILIP MORRIS (MARLBORO)	
3C	NISSAN (4X4 TRUCK)	CHAMPION SPARK PLUG CO.	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	FORD (RANGER 4X4 TRUCK)	BMW (MOTORCYCLE)	
10/00/84			
2C	PHILIP MORRIS (MERIT) SP	BMW (MOTORCYCLES)	
3C	JEEP (CJ)	CHAMPION SPARK PLUGS	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDIT.&PHILIP MORRIS(MERIT)	
11/00/84			
2C	RJR (WINSTON)	RJR (CAMEL)	
3C	TOYOTA (SR5 TRUCK)	TOYOTA (ONE TON TRUCK)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	CHRYSLER (DODGE RAM TRUCK)	PHILIP MORRIS (MERIT)	
12/00/84			
2C	******	NISSAN (TRUCK)	
3C	******	BELL (HELMETS)	
BC	******	PHILIP MORRIS (MERIT)	
CS	******	B&W (KOOL)	

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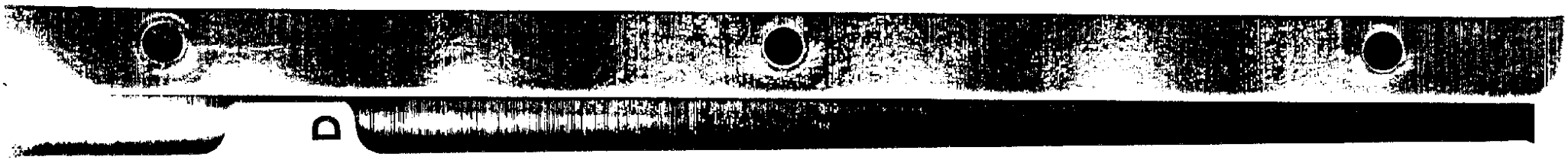

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MAGAZINE COVER REPORT

	1985	1984	1983
1/00/84			
2C	HOPKINS/SHAFER(RTL DEVLPR)	CORRIGAN'S (JEWELERS)	
3C	DILLARDS (DEPT. STORE)	DILLARD'S (STORE)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	NONE	EDITORIAL	
2/00/84			
2C	HOPKINS SHAFER (DEVELOPER)	CORRIGAN'S (JEWELERS)	
3C	DILLARDS (SPORTSWEAR)	DILLARD'S (STORE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	EDIT/CAFE CANCUN & NOCELLO	
3/00/84			
2C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (B&H)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (STORE)	
BC	HOPKINS SHAFER (DEVELOPER)	CORRIGAN'S (JEWELERS)	
CS	NONE	LA T DA & JUST ADD WATER	
4/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGAN'S (JEWELERS)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (CLOTHES STORE)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	EDITORIAL	
5/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGAN'S (JEWELERS)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (CLOTHES)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (MARLBORO)	
CS	NONE	EXPO 84'	
6/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGAN'S (JEWELERS)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (CLOTHES STORE)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	CLUB MED	
7/00/84			
2C	HOPKINS SHAFER(DEVELOPER)	CORRIGAN'S (WATCHES)	
3C	DILLARD'S (STORE)	SCHENLEY (WHITE LABEL)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	NONE	HALL REAL ESTATE GROUP	
8/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
3C	DILLARD'S (SPORTSWEAR)	DILLARDS (CLOTHING)	
BC	HOPKINS SHAFER (DEVELOPER)	CORRIGANS JEWLERS (WATCH)	
CS	NONE		
9/00/84			
2C	HOPKINS SHAFER (STORES)	CORRIGAN'S (OMEGA WATCHES)	
3C	DILLARD'S (AUSTIN REED)	DILLARD'S (CHR.DIOR SUITS)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	NONE		
10/00/84			
2C	CORRIGANS' (JEWELRY)	CORRIGNAN'S (JEWELRY)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (CLOTHES)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
11/00/84			
2C	CORRIGAN'S (ROLEX WATCHES)	CORRIGAN'S (JEWELRY)	
3C	DILLARD'S (PLEATED SHIRT)	DILLARD'S (CLOTHING)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
12/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGANS (WATCHES)	
3C	DILLARD'S (DEPT. STORE)	DILLARDS (CLOTHING)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

DALLAS H GARDEN

	1985	1984	1983
1/00/84			
2C	STEPHENSON MOTOR(MER-BENZ)	PRATESI-PIEMME (BATH)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (STORE)	
BC	SANGER HARRIS (BEDDING)	SANGER HARRIS (STORE)	
CS	NONE	NONE	
2/00/84			
2C	CORRIGAN'S (PORCELAIN)	WARRINGTON (CONDOMINIUM)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (STORE)	
BC	SANGER HARRIS (FURNITURE)	SANGER HARRIS (STORE)	
CS	NONE	NONE	
3/00/84			
2C	HANK DICKERSON (REALTORS)	FUTURA STORE OF N. TEXAS	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (STORE)	
BC	SANGER HARRIS (CRYSTAL)	SANGER HARRIS (STORE)	
CS	NONE	NONE	
4/00/84			
2C	AUDI (LOCAL DEALER)	RICHARDSON SAV./LOAN(MORT)	
3C	DILLARD'S (STORE)	DILLARD'S (STORE)	
BC	SANGER HARRIS (STORE)	SANGER HARRIS (STORE)	
CS	NONE	NONE	
5/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGAN'S (WATCHES)	
3C	DILLARD'S (STORE)	DILLARD'S (STORE)	
BC	SANGER HARRIS (STORE)	SANGER HARRIS (STORE)	
CS	NONE	NONE	
6/00/84			
2C	THE CLARIDGE (CONDOS)	FUTURA STONE (STONE)	
3C	DILLARD'S (DEPT. STORE)	DILLARD'S (STORE)	
BC	SANGER HARRIS (VASES)	SANGER HARRIS (STORE)	
CS	NONE	NONE	
7/00/84			
2C	LAYLA (JEWELRY)	NOT AVAILABLE	
3C	DILLARD'S (STORE)	NOT AVAILABLE	
BC	SANGER HARRIS (STORE)	NOT AVAILABLE	
CS	NONE	NONE	
8/00/84			
2C	RYAN PORSCHE+AUDI (5000S)	NOT AVAILABLE	
3C	DILLARD'S (FURNITURE)	NOT AVAILABLE	
BC	SANGER HARRIS (FURNITURE)	NOT AVAILABLE	
CS	NONE	NONE	
9/00/84			
2C	BACHENDORF'S (CRYSTAL)	NOT AVAILABLE	
3C	DILLARD'S (STONEWARES)	NOT AVAILABLE	
BC	SANGER HARRIS (SHEETS)	NOT AVAILABLE	
CS	NONE	NONE	
10/00/84			
2C	GUMP'S (CHINA)	NOT AVAILABLE	
3C	DILLARD'S (DEPT. STORE)	NOT AVAILABLE	
BC	SANGER HARRIS (DEPT STORE)	NOT AVAILABLE	
CS	NONE	NONE	
11/00/84			
2C	BACHENDORF'S (PAGET WATCH)	NOT AVAILABLE	
3C	DILLARD'S (CRYS. DECANTER)	NOT AVAILABLE	
BC	SANGER HARRIS (FURNITURE)	NOT AVAILABLE	
CS	NONE	NONE	
12/00/84			
2C	PUIFORCAT (SILVERSMITHS)	NOT AVAILABLE	
3C	DILLARD'S (DEPT STORE)	NOT AVAILABLE	
BC	SANGER HARRIS (DEPT STORE)	NOT AVAILABLE	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

DISCOVER

	1985	1984	1983
1/00/84			
2C	POSTAL COMM.SOC. (STAMPS)	RJR (BRIGHT)	
3C	JVC (PORTABLE HOME VIDEO)	NISSAN (300ZX)	
BC	RJR (CAMEL)	SCHENLEY (DEWAR'S)	
CS	PHILIP MORRIS (MERIT)		
2/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
3C	JVC (HIFI)	NISSAN (PULSAR NX)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	MAZDA (GLC)	MERCEDES-BENZ (380 SE)	
3/00/84			
2C	RJR (WINSTON)	LORILLARD (NEWPORT)	
3C	GM (SHOCK ABSORBERS)	CHRYSLER (LASER XE)	
BC	PHILIP MORRIS (MARLBORO)	RJR (CAMEL)	
CS	MAZDA (B2000 TRUCKS)	FORD (MERCURY LYNX)	
4/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
3C	US POSTAL SERV (STAMPS)	CASIO (CALCULATORS)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	AMERICAN EXPRESS (CARD)	HONDA (CIVIC)	
5/00/84			
2C	RJR (CAMEL)	MERCEDES-BENZ (+PG1)	
3C	KODAK (FILM)	OLDSMOBILE (NINETY EIGHT)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	MAZDA (RX-7)	MAZDA (RX-7)	
6/00/84			
2C	EASTON PRESS (BOOKS) SP	SANYO (CAR STEREO)	
3C	CHRYSLER (AIRES)	DODGE (TURBO COLT)	
BC	RJR (VANTAGE)	RJR (VANTAGE)	
CS	HONDA (ACCORD)	TELE VIDEO (COMPUTER)	
7/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (B&H)	
3C	IBM (PERSONAL COMPUTER) SP	JVC (VIDEO DECK)	
BC	RJR (SALEM)	LORILLARD (NEWPORT)	
CS	RJR (STERLING)	HONDA (CIVIC 4-DOOR SEDAN)	
8/00/84			
2C	RJR (STERLING)	VOLVO (GLE 760)	
3C	KODAK (KODACOLOR VR 1000)	HONDA	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (B&H)	MAZDA (GLC SEDAN)	
9/00/84			
2C	SANYO (VCR)	RJR (VANTAGE) (+PG1)	
3C	COMPUSERVE (ELEC.MAIL SYS)	HITACHI (LASER)	
BC	RJR (SALEM)	PHILIP MORRIS (MERIT)	
CS	RJR (STERLING)	RJR (CAMEL)	
10/00/84			
2C	GT PHILIP MORRIS (MARL.)	OLDSMOBILE (CALAIS)	
3C	IBM CORP (PC) SP	QUASAR (TV RECEIVER MONTR)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
CS	AMERICAN MOTORS (RENAULT)	IBM (IBM PROGRAMS)	
11/00/84			
2C	******	RJR (CAMEL)	
3C	******	HIRAM WALKER (CAN. CLUB)	
BC	******	LORILLARD (TRUE)	
CS	******		
12/00/84			
2C	NISSAN (SENTRA)	GENERAL FOOD (GRAPE NUTS)	
3C	RJR (CAMEL)	HONDA (ACCORD)	
BC	TOYOTA (TERCEL)	RJR (VANTAGE)	
CS	H&R BLOCK (COMPU SERVICE)	PHILIP MORRIS (MARLBORO)	

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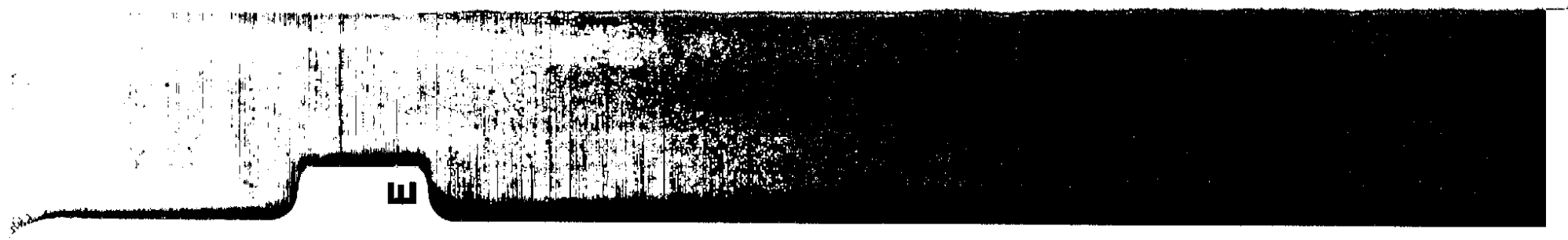

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MAGAZINE COVER REPORT

ESQUIRE

	1985	1984	198
1/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
3C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MARLBORO)	
BC	RCA (VCR)	VAN MUNCHING (HEINEKEN)	
CS	NONE	NONE	
2/00/84			
2C	HONDA (CIVIC)	NISSAN (300 ZX) (+PG1)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
BC	JVC (VIDEO EQUIP)	CADILLAC (CIMARRON '84)	
CS	NONE	NONE	
3/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
3C	HIRAM WALKER (CANADN CLUB)	AUSTIN NICHOLS (WILD TURK)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
4/00/84			
2C	CHRYSLER (LANCER) SP	MERCURY (COUGAR TURBO)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	GM (FLEETWOOD)	PORSCHE-AUDI (PORSCHE)	
CS	NONE	NONE	
5/00/84			
2C	RALPH LAUREN (POLO) SP	DODGE (DAYTONA) (GT)	
3C	HIRAM WALKER (CANADN CLUB)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
6/00/84			
2C	BMW (BMW) SP	PHILIP MORRIS (B&H)	
3C	WATERFORD (CRYSTAL) SP	PORSCHE-AUDI (AUDI 5000 S)	
BC	ESQUIRE (MAGAZINE)	RJR (WINSTON)	
CS	NONE	NONE	
7/00/84			
2C	RALPH LAUREN (POLO) SP	BUICK (ELECTRA) (+PG1)	
3C	KODAK (FILM)	RJR (VANTAGE)	
BC	PHILIP MORRIS (MERIT)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
8/00/84			
2C	FORD (MERKUR XR4TI) SP	FORD (CONTINENTAL)(+PG1)	
3C	MAIDSTONE (KAHLUA)	MAIDSTONE IMP. (KAHLUA)	
BC	RJR (CAMEL)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
9/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	JULIUS WILE (B&B LIQUER)	PORSCHE AUDI (ENGINEERING)	
BC	RJR (CAMEL)	RJR (VANTAGE)	
CS	NONE	NONE	
10/00/84			
2C	GT PHILIP MORRIS (MARL)	RJR (VANTAGE) (+PG1)	
3C	SONY CORP (VCR)	SCHENLEY (DEWAR'S)	
BC	PIONEER (CAR DISC PLAYER)	PANASONIC (VIDEO RECORDER)	
CS	NONE	NONE	
11/00/84			
2C	RJR (VANTAGE) SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	HITACHI (VHS/TV/VCR)	HITACHI (MULTI PRODUCTS)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
12/00/84			
2C	CHRYSLER (CORP) GATE	BMW (BMW) (GT+PG1)	
3C	VOLKSWAGEN (JETTA) SP	VOLKSWAGEN (GOLF) (3CSP)	
BC	ESQUIRE (1985 REGISTER)	ESQUIRE (REGISTER)	
CS	NONE	NONE	

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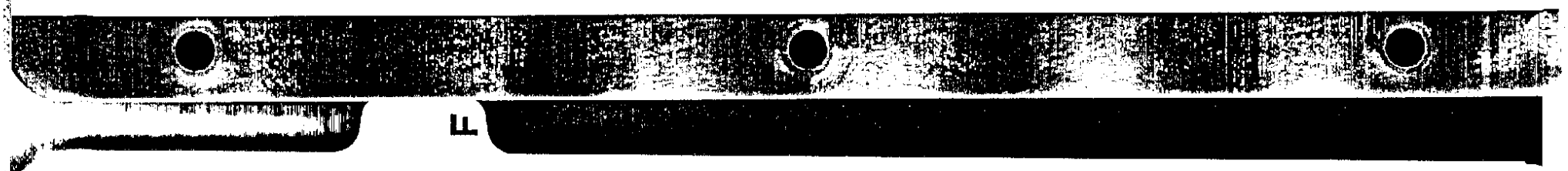

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MAGAZINE COVER REPORT

FAMILY CIRCLE

	1985	1984	1983
1/03/84			
2C	PHILIP MORRIS (V.SLIMS) SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
BC	P&G (CASCADE)	P&G (CRISCO)	
CS	NONE	NONE	
1/24/84			
2C	NO ISSUE	CLAIROL (CLAIRESSE)	
3C	******	B&W (BELAIR)	
BC	*******	P&G (CRISCO)	
CS	*******	NONE	
2/14/84			
2C	UPJOHN (NUPRIN)	CLAIROL(LOVING CARE)(+PG1)	
3C	B&W (BARCLAY)	MCNEIL PROD. (TYLENOL)	
BC	P&G (CRISCO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
2/26/84			
2C	MEAD JOHNSON (POLY-VI-SOL)		
3C	DEL MONTE (FRUIT COCKTAIL)		
BC	PHILIP MORRIS (V.SLIMS)		
CS	NONE		
3/06/84			
2C	ARMSTRONG (FLOORS) SP	B&W (BARCLAY)	
3C	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (B&H)	
BC	P&G (CREST)	P&G (CASCADE DETERGENT)	
CS	NONE	NONE	
3/27/84			
2C	NO ISSUE	CONGOLEUM (FLOORS) (+PG1)	
3C	*******	SEADOG (DOG FOOD)	
BC	*******	RJR (NOW)	
CS	*******	NONE	
4/17/84			
2C	STOUFFER (LEAN CUISINE) SP	PHILIP MORRIS (B&H)	
3C	DEL MONTE (LITE PEACHES)	COMMODORE (COMPUTER)	
BC	RJR (MORE)	B&W (BARCLAY)	
CS	NONE	NONE	
4/30/84			
2C	CLAIROL (NICE 'N EASY) SP		
3C	TAMBRANDS (MAXITHINS)		
BC	B&W (BARCLAY)		
CS	NONE		
5/08/84			
2C	NO ISSUE	ARMSTRONG (FLOORS) (+PG1)	
3C	*******	PHILIP MORRIS (MERIT)	
BC	*******	P&G (PAMPERS)	
CS	*******	NONE	

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MAGAZINE COVER REPORT

FAMILY CIRCLE

	1985	1984	198
5/29/84			
2C	ARMSTRONG (FLOORS) SP	PHILIP MORRIS (B&H) (+PG1)	
3C	PHILIP MORRIS (V.SLIMS)	L'EGGS (SHEER ELEGANCE)	
BC	P&G (CRISCO)	B&W (BARCLAY)	
CS	NONE	NONE	
6/19/84			
2C	PHILIP MORRIS (MERIT) SP	CLAIROL (FROST & TIP)	
3C	TAMBRANDS (MAXITHINS)	UNION UNDERWEAR (FT OF LM)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	NONE	NONE	
7/10/84			
2C	CLAIROL (MISS CLAIROL) SP	AMERICAN TOBACCO (CARLTON)	
3C	PERSONAL PROD.(CAREFREE)	REYNOLDS (PLASTIC WRAP)	
BC	B&W (BARCLAY)	RJR (SALEM)	
CS	NONE	NONE	
7/31/84			
2C	*******	NOXELL (COVER GIRL) (+PG1)	
3C	*******	P&G (LILT PERM)	
BC	*******	PHILIP MORRIS (VIRGINIA S)	
CS	*******	NONE	
8/21/84			
2C	NOXELL (LUMINESSE LIP.)SP	BRISTOL-MYERS(NUP.) (+PG1)	
3C	P&G (JIF PEANUTBUTTER)	AMERICAN TOBACCO (CARLTON)	
BC	PHILIP MORRIS (MARLBORO)	HALLMARK (GREMLIN)	
CS	NONE	NONE	
9/03/84			
2C	K MART (FALL FASHION) SP	NOXELL (EYE SHADOW)	
3C	AMERICAN TOBACCO (CARLTON)	L'EGGS (PANTYHOSE)	
BC	DEL MONTE CORP. (VEGE.)	RJR (SALEM)	
CS	NONE	NONE	
9/24/84			
2C	NOXELL CORP. (MAKE UP)	NOT AVAILABLE	
3C	DEL MONTE CORP (FRUIT MIX)	NOT AVAILABLE	
BC	RJR (NOW)	NOT AVAILABLE	
CS	NONE	NONE	
10/02/84			
2C	NOXELL (MAKE UP) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	PHILIP MORRIS (MERIT)	DELMONTE (FRUIT COCKTAIL)	
BC	P&G (CRISCO)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
10/23/84			
2C	NO ISSUE	NOXELL (LIPSTICK) (+PG1)	
3C	*******	RALSTON (CHEX CEREAL)	
BC	*******	LORILLARD (TRUE)	
CS	*******	NONE	
11/13/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG(SWEEPSTK.)(+PG1)	
3C	GENERAL MILLS (BISQUICK)SP	LORILLARD (SATIN)	
BC	PROCTER & GAMBLE (DOWNY)	P&G (DAWN DISH DETERGENT)	
CS	NONE	NONE	
12/11/84			
2C	ARMSTRONG (FLOOR) GATE	BRISTOL-MYERS(NUP.)(+PG1)	
3C	LORILLARD (TRUE GOLD) SP	UNION UNDERWEAR(FRT OF LM)	
BC	P&G (CRISCO)	RJR (SALEM)	
CS	NONE	NONE	
12/26/84			
2C	CLAIROL (HAIR COLOR) SP		
3C	POLAROID (CAMERAS)		
BC	RJR (MORE)		
CS	NONE		

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MAGAZINE COVER REPORT

FAMILY HANDYMAN

	1985	1984	1983
1/00/84			
2C	RJR (WINSTON)	RJR (WINSTON) (+PG1)	
3C	NISSAN (LONG BED)	FORD (RANGER)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	FRANKLIN MINT (CHESS SET)	FORD	
2/00/84			
2C	RJR (WINSTON)	RJR (VANTAGE)	
3C	CHRYSLER (DODGE TRUCKS)	FORD (ESCORT DIESEL)	
BC	B&W (VICEROY)	B&W (RALEIGH)	
CS	PHILIP MORRIS (MARLBORO)	DODGE (CARAVAN)	
3/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
3C	DATSUN (TRUCKS)	DODGE (CARAVAN)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	PHILIP MORRIS (MERIT)	DURO (FIX IT PRODUCTS)	
4/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MAR.)(+PG1)	
3C	CHRYSLER (DODGE TRUCKS)	FORD (TRUCKS)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	RJR (CAMEL)	MANNINGTON (FLOORS)	
5/00/84			
2C	RJR (VANTAGE) SP	RJR (VANTAGE) (+PG1)	
3C	CHRYSLER (DODGE TRUCKS)	DODGE (TRUCKS)	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	GEORGIA-PACIFIC (HOME IMP)	COOPER TOOLS (LUFKIN)	
6/00/84			
2C	COMBINED WITH MAY ISSUE	COMBINED WITH MAY ISSUE	
3C	COMBINED WITH MAY ISSUE	COMBINED WITH MAY ISSUE	
BC	COMBINED WITH MAY ISSUE	COMBINED WITH MAY ISSUE	
CS	COMBINED WITH MAY ISSUE		
7/00/84			
2C	RJR (WINSTON)	RJR (VANTAGE)	
3C	GM (TRUCKS)	FORD (PICK-UP)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	FORD (ESCORT)	WAGNER (POWER TWIN)	
8/00/84			
2C	COMBINED WITH JULY ISSUE	COMBINED WITH 7/84 ISSUE	
3C	******	COMBINED WITH 7/84 ISSUE	
BC	******	COMBINED WITH 7/84 ISSUE	
CS	******		
9/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (PLAYERS)	
3C	WHIRLPOOL (WASHER & DRYER)	WHIRLPOOL (DISHWASHER)	
BC	B&W T CO. (KOOL)	B&W (KOOL)	
CS	GEORGIA PACIFIC (BLDG MAT)	MANNINGTON (FLOORS)	
10/00/84			
2C	RJR (WINSTON)	RJR (VANTAGE) (+PG1)	
3C	KOHLER CO (SINK)	KOHLER (FAUCETS)	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	COOPER (TURNER TORCHES)	FORD (RANGER)	
11/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	KOHLER CO (SINK)	NISSAN (TRUCK)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	CHRYSLER (550 RAM CHARGER)	FORD (WAGONS)	
12/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (PLAYERS)	
3C	NISSAN (KING CAB 2+2)	CHRYSLER (RELIANT K)	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	CHRYSLER (DODGE TRUCK)	DODGE (TRUCK WARRANTY)	

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FIELD & STREAM

	1985	1984	1983
1/00/84			
2C	JOHNSON (MOTOR)	MANKATO (FISHING MOTORS)	
3C	NISSAN (TRUCKS)	FORD (4X4 PICKUPS)	
BC	AMERICAN TOB (LUCKY)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
2/00/84			
2C	RJR (WINSTON)	RJR (VANTAGE)	
3C	CHRYSLER (DODGE TRUCKS)	GILLETTE (RIGHT GUARD)	
BC	PHILIP MORRIS (MERIT)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
3/00/84			
2C	B&W (KOOL)	B&W (VICEROY)	
3C	MARLIN (RIFLES)	MARLIN (RIFLE)	
BC	AMERICAN TOB (LUCKY)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
4/00/84			
2C	PHILIP MORRIS (MERIT)	LORILLARD (KENT) (+PG1)	
3C	US POSTAL SERV (STAMPS)	VOLKSWAGEN (VANAGON)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	NONE	NONE	
5/00/84			
2C	ANHEUSER-BUSCH (BEER) SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	GM (GRAND PRIX)	HEUBLEIN (BLACK VELVET)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	NONE	NONE	
6/00/84			
2C	RJR (VANTAGE) SP	RJR (WINSTON) (+PG1)	
3C	AT&T (COMMUNICATIONS)	FORD (4X4)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
7/00/84			
2C	JOHNSON WAX (MINN KOTA) SP	B&W (VICEROY)	
3C	CHRYSLER (DODGE TRUCKS)	DODGE (DODGE RAM)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	NONE	NONE	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (PLAYERS)	
3C	FABERGE' (BRUT)	DODGE (ARIES)	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	NONE	NONE	
9/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	FEDERAL CARTRIDGE(BULLETS)	
3C	ISUZU (TRUCKS TROUPER II)	STROH BREWERY (STROH'S)	
BC	SEAGRAM CO. (SEAGRAM 7)	SEAGRAM DIST.(CROWN ROYAL)	
CS	NONE	NONE	
10/00/84			
2C	GT PHILIP MORRIS (MARL.)	FORD (RANGER&PICKUP)(+PG1)	
3C	BF SPIRITS (CANADIAN MIST)	B-F SPIRITS (CAN. MIST)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
11/00/84			
2C	PHILIP MORRIS (MARLBORO)	LORILLARD (KENT)	
3C	TOYOTA (4X4 SR5 XTRACAB)	TOYOTA (SR-5)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
12/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (PLAYERS)	
3C	NAT. DIST. (WINDSOR CAN.)	NATIONAL DIST. (WINDSOR)	
BC	RJR (STERLING)	RJR (WINSTON)	
CS	NONE	NONE	

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FIREHOUSE

	1985	1984	1983
1/00/84			
2C	RJR (WINSTON)	RJR (WINSTON) (+PG1)	
3C	ELKHART BRASS(AUTO NOZZLE)	MACK (TRUCKS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	GRUMMAN (AERIAL CAT)	GRUMMAN (AERIAL CAT)	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	LAFRANCE EQUIP (TASK TIPS)	BATA (WEINBRENNER SHOES)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	LAFRANCE EQUIP (TASK TIPS)	ANGUS FIRE ARMOUR (HOSES)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	GRUMMAN (AERIAL CAT)	EDITORIAL	
4/00/84			
2C	RJR (WINSTON)	RJR (WINSTON)	
3C	LAFRANCE EQUIP (TASK TIPS)	BATA (WEINBRENNER SHOES)	
BC	RESOURCES IND. BANK (VISA)	PHILIP MORRIS (MARLBORO)	
CS	EDIT/DROEGER (APPARATUS)	EDITORIAL	
5/00/84			
2C	RJR (WINSTON)	RJR (WINSTON)	
3C	LADDER TOWERS (OLYMPIAN)	BATA (WEINBRENNER SHOES)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	SHEBY (WOLVERINE GLOVES)	FMC (OMEGA PUMPERS) (+PG1)	
3C	LAFRANCE EQUIP (TASK TIPS)	COLLINS (GEMINI)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	GLATFELTER (INSURANCE)	WEINBRENNER BATA (SHOES)	
BC	MILLER (MILLER)	MILLER BREW. (MILLER BEER)	
CS	MSA (HELMETS)	EDITORIAL	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	EMERGENCY ONE	WEINBRENNER (FOOTWEAR)	
BC	MILLER BREWING (BEER)	MILLER BREWING CO. (BEER)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	FMC FIRE AP. (SIERRA PUM.)	FMC (OMEGA PUMPERS)	
3C	GRUMMAN (AERIAL CAT)	W.L. GORE (JANESVILLE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	GLOBE (FIREFIGHTERS SUITS)	GLOBE (FIRE COMBAT SUIT)	
10/00/84			
2C	RJR (WINSTON)	RJR (WINSTON)	
3C	FIREMAN'S INS. (INSURANCE)	BATA (WEINBRENNER SHOES)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	ROBERTS (GIFTS & SPEC.)	BOLER (HENDRICKSON EQUIP.)	
11/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	GRUMMAN EMER. (AERIAL CAT)	AKRON (TURBOJET&AKROMATIC)	
BC	MILLER BREWING (BEER)	MILLER BREWING (BEER)	
CS	EMERGENCY ONE (HUSH ENG.)	EDITORIAL	
12/00/84			
2C	QUAKER OATS (GATORADE)	RJR (WINSTON)	
3C	NEC CORP (RADIO PAGERS)	PIERCE(PIERCEARROW CHASIS)	
BC	PHILIP MORRIS (MARLBORO)	QUAKER OATS (GATORADE)	
CS	EDITORIAL	EDITORIAL	

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FLYING

	1985	1984	1983
1/00/84			
2C	PIPER AIRCRAFT (SENECA)	BANGOR PUNTA (PIPER)(+PG1)	
3C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MERIT)	
BC	UNITED TECHNOLOGIES (CORP)	FAIRCHILD (300&400 AIR)	
CS	CESSNA (GOLDEN EAGLE)	BEECHCRAFT (BONANZA)	
2/00/84			
2C	PIPER AIRCRAFT (ARCHER II)	BANGOR PUNTA CO. (PLANES)	
3C	PHILIP MORRIS (MARLBORO)SP	BAHAMAS AD	
BC	CESSNA (CARAVAN I)	CESSNA (CONQUEST PLANE)	
CS	CESSNA (CENT) GATE	EDITORIAL	
3/00/84			
2C	PIPER AIRCRAFT (DFW0400Z)	BANGOR PUNTA (PIPER)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	CESSNA AIRCRAFT(CARAVAN I)	FAIRCHILD AIRCRAFT CORP.	
CS	FORD (MERKUR)	GARRETT (TURBOPROP ENGINE)	
4/00/84			
2C	LEAR SIEGLER(PIPER MOJAVE)	BANGOR PUNTA (PLANE)(+PG1)	
3C	GM (ELDORADO)	BAHAMAS	
BC	CESSNA (CONQUEST)	CESSNA (SKYHAWK PLANE)	
CS	FORD (MERKUR)	ROTOR WAY (HELICOPTER)	
5/00/84			
2C	LEAR SIEGLER (PIPER)	BANGOR PUNTA (AIRCRAFT)	
3C	SOCATA INT'L(AEROSPATICLE)	RJR (VANTAGE) (3CSP)	
BC	BELL HELICOPTER (JET RANG)	FAIRCHILD AIRCRAFT CORP.	
CS	CESSNA (CENTURION)	KING (RADAR)	
6/00/84			
2C	LEAR SIEGLER (PIPER)	PIPER (PLANE)	
3C	RJR (WINSTON)	BAHAMAS	
BC	CESSNA (SKYHAWK)	CESSNA (CONQUEST PLANE)	
CS	ATC, INC (AVIATION SCHOOL)	AVIATION TRAINING CENTER	
7/00/84			
2C	PIPER (SENECA)	PIPER AIRCRAFT (PLANE)	
3C	RJR (WINSTON)	RJR (CAMEL)	
BC	BELL HELICOPTER (RANGER)	FAIRCHILD AIRCRAFT (PLANE)	
CS	GARRETT (TURBOPROPS)	FORD (LTD/LX)	
8/00/84			
2C	LEAR SEIGLER (DFW0400Z)	PIPER (AIRPLANES) (+PG1)	
3C	GM (OLDS 98 REGENCY)	BAHAMA AD	
BC	CESSNA (CONQUEST)	CESSNA (CONQUEST)	
CS	ATC(GROUND SCHOOL COURSES)	GATES-PIAGGIO (TURBOPROP)	
9/00/84			
2C	LEAR SIEGLER (CHEY. III A)	PIPER (PLANES)	
3C	RJR (WINSTON)	RJR (VANTAGE)	
BC	BELL HELICOPER(JET RANGER)	FAIRCHILD AIRCRAFT CORP.	
CS	ROTOWAY AIR (THE EAGLE)	OMAC (LASER 300)	
10/00/84			
2C	LEAR SIEGLER CO. (PLANE)	PIPER AIRCRAFT (+PG1)	
3C	PHILIP MORRIS (MARLBORO)	RJR (VANTAGE) (3CSP)	
BC	CESSNA (PLANE)	CESSNA (PLANES)	
CS	KING RAD. (GOLD CROWN III)	ROTOR WAY (HELICOPTER)	
11/00/84			
2C	BEECH AIRCRAFT (BARON 58)	PIPER CHEYENNE (+PG1)	
3C	PHILIP MORRIS (MARLBORO)SP	BAHAMAS	
BC	KING RADIO (RADIOS)	UNITED (SIKORSKY AIRCRAFT)	
CS	AVIATION TR. (GROUND SCH.)	SHARPER IMAGE (ASS'T PROD)	
12/00/84			
2C	PIPER AIRCRAFT (DAKOTA)	LEAR SIEGLIER(PIPER PLANE)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	CESSNA AIR (TURBO CENTUR.)	CESSNA (PLANE)	
CS	AVIATION TR. (CASSETTE)	ATC (AVIATION STUDY)	

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FOOD & WINE

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (V SLIMS) SP	DANBURY MINT (+PG1)	
3C	SHARP (MICROWAVE OVENS)	DOW CHEMICAL (SARAN WRAP)	
BC	RJR (NOW)	RJR (MORE)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	RJR (MORE)	RJR (MORE)	
3C	JENN-AIR (COOKTOP CRTRDGE)	CALIF. RAISIN BD.(RAISINS)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWARS)	
CS	PHILIP MORRIS (MARLBORO)	JENN-AIR (GRILL-RANGE)	
3/00/84			
2C	GM (CIMARRON)	EASTON PRESS (BOOKS)(+PG1)	
3C	RJR (MORE)	RJR (NOW)	
BC	HEUBLEIN (SMIRNOFF VODKA)	HEUBLEIN (SMIRNOFF VODKA)	
CS	PHILIP MORRIS (MERIT)	DEBEERS (DIAMONDS)	
4/00/84			
2C	WATERFORD (CRYSTAL) SP	RJR (MORE)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
BC	CARILLON IMP (GR MARNIER)	GRANDMET (ABSOLUT VODKA)	
CS	SEBASTIANI (WINE)	PHILIP MORRIS (MERIT)	
5/00/84			
2C	KAHLUA (LIQUEUR) SP	CALIF. OLIVE IND. (OLIVES)	
3C	RJR (MORE)	RJR (MORE)	
BC	COFFEE GROWERS (COFFEE)	DANSK INT. (CHINA)	
CS	GIORGIO (PERFUME)	EDIT.&BOYLE-MIDWAY (PAM)	
6/00/84			
2C	RJR (MORE)	RJR (STERLING) (+PG1)	
3C	JOS. GARNEIU CO. (MARTELL)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	WEDGEWOOD (DINNERWARE)	EDITORIAL	
7/00/84			
2C	AMERICAN TOB. (CARLTON)	ROYAL CARIBBEAN (CRUISES)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
BC	LENOX (CHINA & CRYSTAL)	SCHENLEY (DEWAR'S)	
CS	HERTZ (RENTAL CARS)	RJR (STERLING)	
8/00/84			
2C	KNORR (VEGETABLE SOUP)	WHIRLPOOL (DISHWASHER)	
3C	WATERFORD CRYSTAL (GLASS)	PADDINGTON (BAILEY'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	ERNEST&JULIO GALLO (WINE)	EDITORIAL	
9/00/84			
2C	WATERFORD (CRYSTAL) SP	CA. OLIV IND. (OLIVES)	
3C	RJR (NOW)	RJR (NOW)	
BC	COFFEE GROWERS (COFFEE)	DANSK (DINNER WARE)	
CS	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
10/00/84			
2C	COFFEE GROWERS (COFFEE)	WEDGWOOD (BONE CHINA)	
3C	SAMBUCA ROMANA (LIQUEUR)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	COMMONWEALTH OF PR (RUM)		
11/00/84			
2C	MAIDSTONE (KAHLUA) SP	TAYLOR (COURVOISIER)	
3C	ILLVA SARONNO (AMARETTO)	HIRAM WALKER (CRANBERRY)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL		
12/00/84			
2C	LENOX (CHINA & CRYSTAL)	SEBASTIANI (WINE) (+PG1)	
3C	PADDINGTON (BAILEYS CREAM)	GENERAL FOODS (GRAPE NUTS)	
BC	WATERFORD (CRYSTAL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	BLACK&DECKER (APPLIANCES)	TAYLOR (COURVOISIER)	

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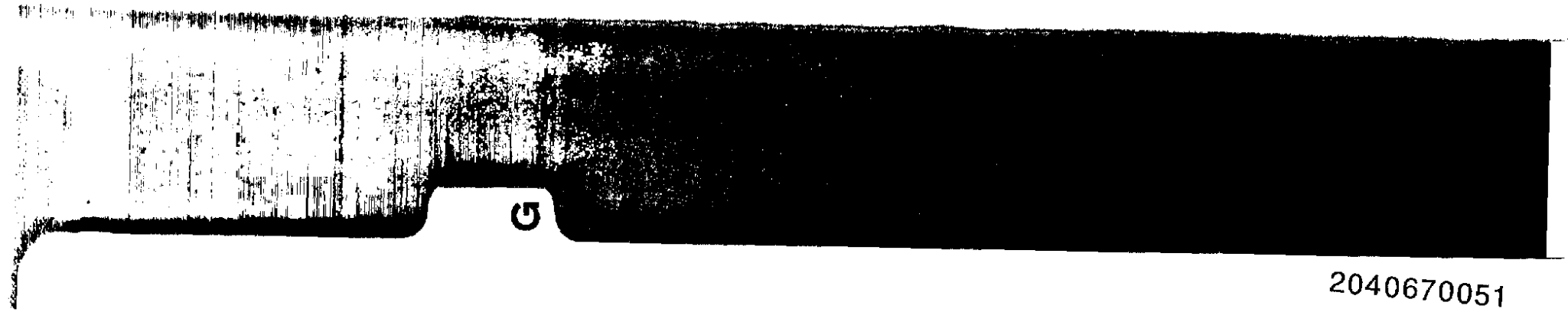

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GALLERY

	1985	1984	1983
1/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******	EDITORIAL	
2/00/84			
2C	NOT AVAILABLE	CASIO INC. (WATCHES)	
3C	NOT AVAILABLE	AMER. PULLMAN COACH	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	ISUZU (BAJA 100)	MR. GASKET (CRAGAR WHEELS)	
3C	WINDJAMMER (CRUISES)	AMER. PULLMAN COACH	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	ELECTRONIC SERV (BELMOOR)	CASIO (WATCHES)	
3C	WINDJAMMER (CRUISES)	NOT AVAILABLE	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
5/00/84			
2C	DYNASCAN (RADAR DETECTOR)	AMER. PULLMAN COACH	
3C	SOBEK EXPEDITIONS (BOOK)	NOT AVAILABLE	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	COBRA (RADAR DETECTOR)	AMER. PULLMAN COACH	
3C	SOBEK EXPEDITIONS (BOOK)	WINDJAMMER (CRUISES)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	SABEK EXPEDITIONS (ADVEN.)	AMER. PULLMAN COACH (LIMO)	
3C	WINDJAMMER (CRUISES)	WORLDWIDE LIB. (TRACK BK)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	CASIO (QUARTZ WATCHES)	SOBEK (BOOKS)	
3C	ESSEX (VIDEO CASSETTES)	AMERICAN PULLMAN COACH	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	SOBEK EXP. (ADVENTURE BK)	CRAGAR (BLK. MAGIC LOUVER)	
3C	WINDJAMMER (CRUISES)	AMER. PULLMAN (LIMOUSINES)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
10/00/84			
2C	SOBEK (ADVENTURE BOOK)	SOBEX (ADVENTURE BOOK)	
3C	WINDJAMMER (CRUISES)	AMER. PULLMAN COACH (LIMO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	SOBEK (ADVENTURE BOOK)	SOBEK (BOOKS)	
3C	WINDJAMMER (CRUISE)	AMER. PULLMAN COACH (LIMO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	SOBEK (ADVENTURE BOOK)	ALL AMER. SPORTS (CORP.)	
3C	WINDJAMMER (CRUISES)	AMER. PULLMAN COACH (LIMO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	

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GAMES	1985	1984	1983
1/00/84			
2C	RJR (SALEM)	RJR (WINSTON) (+PG1)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	TOYOTA (TERCEL)	TOYOTA (COROLLA LIFTBACK)	
CS	EDITORIAL	CREATIVE SOFTWARE	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	JVC (VIDEO RECORDER)	SEAGRAMS (ROYAL CROWN)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	RJR (WINSTON)	TOYOTA (TERCEL)	
3C	PADDINGTON CORP (SCOTCH)	PADDINGTON (J&B SCOTCH)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	RJR (SALEM)	RJR (BRIGHT) (+PG1)	
3C	BACARDI (PUERTO RICAN RUM)	B&W (KOOL)	
BC	TOYOTA (MR2)	TOYOTA (CELICA GTS)	
CS	EDITORIAL	IBM (PC JR.)	
5/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (B&H) (+PG1)	
3C	INFOCOM (SOFTWARE)	SEAGRAM (SEAGRAM'S VO)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	GM (FIERO & FIREBIRD)	PADDINGTON (J&B SCOTCH)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	RJR (STERLING) SP	RJR (CAMEL)	
3C	B&W (KOOL)	JVC (VIDEO)	
BC	HONDA (ELITE)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (MARLBORO)	
3C	SELCHOW&RIGHTER (PURSUIT)	RJR (CAMEL)	
BC	B&W (KOOL)	DEKUYPER (SCHNAPPS)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	RJR (STERLING)	SELCHOW&RIGHTER (IPSWICH)	
3C	TOYOTA (MR2)	PADDINGTON (J&B SCOTCH)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDIT	EDITORIAL	
10/00/84			
2C	PHILIP MORRIS (MERIT)	RJR (SALEM)	
3C	HORN ABBOT (TRIVIAL PURS.)	TRILLIUM (SOFTWARE)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MERIT)	
3C	RJR (WINSTON)	RJR (CAMEL)	
BC	MYERS & SON (RUM)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	RJR (VANTAGE)	PHILIP MORRIS (B&H)	
12/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
3C	PHILIP MORRIS (B&H)	JVC (HI-FI VHS)	
BC	TOYOTA (TERCEL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	EDITORIAL	PHILIP MORRIS (MARLBORO)	

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GENESIS

	1985	1984	1983
1/00/84			
2C	B&W (VICEROY)	SCOTT (STEREO)	
3C	ELECTROLERT (FUZZBUSTER)	NIKKO (STEREO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	B&W (BARCLAY)	NOT AVAILABLE	
3C	CLASSIC CARRIAGES (TIFFNY)	NOT AVAILABLE	
BC	B&W (KOOL)	B&W (BARCLAY)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	CONTROLONICS (RDR DETCTRS)	SCOTT (STEREO)	
3C	ELECTROLERT (FUZZ BUSTER)	NIKKO AUDIO (HI-FI COMPNT)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	******	SCOTT (STEREO)	
3C	******	NIKKO AUDIO (HI-FI COMPNT)	
BC	******	B&W (KOOL)	
CS	******	EDITORIAL	
5/00/84			
2C	CLASSIC CARRIAGES (TIFFNY)	SCOTT (STEREO)	
3C	ELECTRLERT (FUZZBUSTER)	NIKKO AUDIO (HI-FI COMPNT)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	CLASSIC CARRIAGES (TIFFNY)	NIKKO AUDIO (HI-FI COMPNT)	
3C	CONTROLONICS (RDR DETECT)	SCOTT (STEREO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	CLASSIC CARRIAGES(TIFFANY)	L.C.G. (EROTICA PHONE)	
3C	CONTROLONICS (RADAR DETEC)	NIKKO AUDIO (COMPONENTS)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	WHISTLER (RADAR DETECTOR)	NIKKO AUDIO (STEREO)	
3C	CLASSIC MOTOR CARRIAGES	LCG (EROTICA PHONE)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	ELECTROLERT (FUZZBUSTER)	NIKKO (AUDIO SUPPLIES)	
3C	AFS KRIKET (SPEAKERS)	L.C.G. (EROTICA PHONE)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
10/00/84			
2C	WHISTLER (RADAR DETECTOR)	NIKKO AUDIO (AUDIO EQUIP.)	
3C	CLASSIC MOTOR (TIFFANY)	H.H. SCOTT (STEREO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	CLASSIC MOTOR (TIFFANY)	CLASSIC MOTOR CARRIAGES	
3C	WHISTLER (RADAR DETECTOR)	H.H. SCOTT (STEREO'S)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	CLASSIC MOTOR (TIFFANY)	CLASSIC MOTOR CGE. (CARS)	
3C	MALLORY (RACING APPAREL)	MALLORY (CAR PARTS)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	

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GEO

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MERIT)	
3C	PHILIP MORRIS (PLAYERS)	FORD (THUNDERBIRD)	
BC	CARILLON IMPORTERS (LIQ.)	CARILLON (GRAND MARNIER)	
CS	NONE	NONE	
2/00/84			
2C	SUBARU OF AMER. (SUBARU)	FORD (CONTINENTAL) (+PG1)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	CARILLON (GRAND MARNIER)	CARRILON (GRAND MARNIER)	
CS	NONE	NONE	
3/00/84			
2C	OUT OF BUSINESS	RCA (COLORTRAK TV) (+PG1)	
3C	*******	SCHENLEY (DEWARS)	
BC	*******	PHILIP MORRIS (PLAYERS)	
CS	*******	NONE	
4/00/84			
2C		PHILIP MORRIS (MERIT)	
3C		MERCURY (TOPAZ) (3CSP)	
BC		SCHENLEY (DEWAR'S)	
CS		NONE	
5/00/84			
2C		FORD (TEMPO)	
3C		PHILIP MORRIS (PLAYERS)	
BC		GLENLIVET (SCOTCH)	
CS		NONE	
6/00/84			
2C		MERCEDES-BENZ (+PG1)	
3C		PHILIP MORRIS (MERIT)	
BC		WATERFORD (CRYSTAL)	
CS		NONE	
7/00/84			
2C		AMC (EAGLE)	
3C		HEUBLEIN (SMIRNOFF VODKA)	
BC		KODAK (FILM)	
CS		NONE	
8/00/84			
2C		FORD (ESCORT)	
3C		HEUBLEIN (SMIRNOFF VODKA)	
BC		PHILIP MORRIS (MERIT)	
CS		NONE	
9/00/84			
2C		FORD (TEMPO) (+PG1)	
3C		PHILIP MORRIS (PLAYERS)	
BC		GLENLIVET (SCOTCH)	
CS		NONE	
10/00/84			
2C		PHILIP MORRIS (MERIT)	
3C		OLDSMOBILE (CUTLASS CIERA)	
BC		SCHENELY (DEWAR'S)	
CS		NONE	
11/00/84			
2C		PHILIP MORRIS (PLAYERS)	
3C		MERCURY (TOPAZ) (3CSP)	
BC		WATERFORD (CRYSTAL)	
CS		NONE	
12/00/84			
2C		PHILIP MORRIS (B&H)	
3C		PHILIP MORRIS (MERIT)	
BC		CARILLON (GRAND MARNIER)	
CS		NONE	

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GLAMOUR

	1985	1984	1983
1/00/84			
2C	CLAIROL (COLOR FOAM) SP	CLAIROL (SHAMPOO) (+PG1)	
3C	ADVANCED CARE (PREG TEST)	PERS.PRODS.(PANTY SHIELDS)	
BC	GILLETTE (SHAMPOO)	GILLETTE (MINK SHAMPOO)	
CS	NONE	NONE	
2/00/84			
2C	REVLON (MAKE-UP) SP	REVLON (RADIANCE) (+PG1)	
3C	TAMPAX (TAMPONS)	SPORTIS VITAMINS	
BC	TOYOTA (TERCEL)	TAMPAX (TAMPAX)	
CS	NONE	NONE	
3/00/84			
2C	REVLON (COSMETICS) SP	REVLON (+PG1)	
3C	ADVANCED CARE (PREG TEST)	ORTHO PHARM. (FACT)	
BC	BRISTOL MYERS (NUPRIN)	BRISTOL-MYERS (BAN)	
CS	NONE	NONE	
4/00/84			
2C	LANCOME (COSMETICS) SP	MAX FACTOR	
3C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
BC	MONET (JEWELRY)	MONET (JEWELRY)	
CS	NONE	NONE	
5/00/84			
2C	CLAIROL (HAIR CARE)	ALBERTO-CULVER (+PG1)	
3C	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)	
BC	MAXIM'S (PERFUME)	NINA RICCI (LAIR DU TEMPS)	
CS	NONE	NONE	
6/00/84			
2C	CLAIROL (HAIR CARE) SP	CLAIROL (SHAMPOO) (+PG1)	
3C	MAYBELLINE (MOISTURE WHIP)	MAYBELLINE	
BC	RJR (MORE)	MYERS (MYERS'S RUM)	
CS	NONE	NONE	
7/00/84			
2C	MAYBELLINE (MAKE-UP) SP	MAYBELLINE (BEAUTY STYLER)	
3C	PERSONAL PROD (SURE & NAT)	PFC ASSURE (PANTY LINERS)	
BC	NOXELL (NAIL SLICKS)	NOXELL (COVER GIRL)	
CS	NONE	NONE	
8/00/84			
2C	REVLON (LIPSTICK) SP	REVLON (HER SHAMPOO)(+PG1)	
3C	LENOX (CHINA & CRYSTAL)	LENOX (CRYSTAL)	
BC	MAXFACTOR (MAKEUP)	BUXTON (WALLETS)	
CS	NONE	NONE	
9/00/84			
2C	REVLON (NAIL POLISH) SP	MAX FACTOR (+PG1)	
3C	GILLETTE (DEODORANT)	GILLETTE (SILKIENCE)	
BC	NOXELL (NOXZEMA)	NOXELL (COVER GIRL)	
CS	NONE	NONE	
10/00/84			
2C	GT PHILIP MORRIS (MARL)	BRISTOL-MYERS(NUP.) (+PG1)	
3C	PROCTER & GAMBLE (SECRET)	OLDSMOBILE (CALAIS)	
BC	MONET (JEWELRY)	CLAIROL (SEA BREEZE)	
CS	NONE	NONE	
11/00/84			
2C	COSMAIR (LANCOME MAKE UP)	LANCOME (MAKE-UP) (+PG1)	
3C	PROCTOR & GAMBLE (CAMAY)	LENOX (CRYSTAL)	
BC	GENERAL MOTORS (FIRENZA)	MONET (JEWELRY)	
CS	NONE	NONE	
12/00/84			
2C	CALVIN KLEIN (JEANS)	BRISTOL-MYERS(NUP.)(+PG1)	
3C	P&G (ALWAYS MAXI PADS)	P&G (SECRET DEODORANT)	
BC	NOXELL (NOXZEMA)	NOXELL(COVER GIRL CONCEAL)	
CS	NONE	NONE	

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GOLF DIGEST

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
3C	GM (CHEVY CAPRICE)	WILSON (TIARA GOLF CLUB)	
BC	RJR (CAMEL)	RJR (NOW)	
CS	NONE	NONE	
2/00/84			
2C	ACUSHNET CO. (PINNACLE)	ACUSHNET (TITLEIST) (+PG1)	
3C	GM (BUICK RIVIERA)	CHEVROLET (CELEBRITY)	
BC	KARSTEN MG. CORP (PING)	PING (GOLF CLUBS)	
CS	NONE	NONE	
3/00/84			
2C	SPALDING (CANNON CLUBS)	SPALDING (GOLF CLUBS)	
3C	GM (GMC SAFARI)	WILSON (GOLF CLUBS)	
BC	ACUSHNET (GOLF BALLS)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
4/00/84			
2C	ACUSHNET (TITLEIST CLUBS)	ACUSHNET (GOLF BALLS) (GT)	
3C	MASTER CARD (MASTER CARD)	RJR (WINSTON)	
BC	SPALDING (GOLF BALLS)	E.F. HUTTON	
CS	NONE	NONE	
5/00/84			
2C	NIKE (GOLF SHOES)	SPALDING (GOLF BALLS)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	WILSON (GOLF CLUBS)	WILSON (STAFF GOLF CLUB)	
CS	NONE	NONE	
6/00/84			
2C	UNITED AIRLINES (CORP) SP	PHILIP MORRIS (MARLBORO)	
3C	SOMERSET IMP (J. WALKER)	SCHENLEY (DEWAR'S)	
BC	TOYOTA (TRUCKS)	HAIG ULTRAS (GOLF CLUBS)	
CS	NONE	NONE	
7/00/84			
2C	RJR (STERLING)	WILSON(STAFF BALLS)(+PG1)	
3C	HEUBLEIN (SMIRNOFF)	PHILIP MORRIS (MARLBORO)	
BC	SPALDING (GOLF BALLS)	QUESTOR (SPALDING GOLF BL)	
CS	NONE	NONE	
8/00/84			
2C	PHILIP MORRIS (MERIT)	WILSON (GOLF BALL) (+PG1)	
3C	TOYOTA (TRUCKS)	NATIONAL DIST. (BOURBON)	
BC	CANON (AE-1 CAMERA)	CANON (CAMERA)	
CS	NONE	NONE	
9/00/84			
2C	AMF BEN HOGAN (MAGNUM CL)	RJR (VANTAGE)	
3C	HEUBLEIN (SMIRNOFF)	SCHENLEY (DEWAR'S)	
BC	UNITED AIRLINES (CORP)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
10/00/84			
2C	COMMONWEALTH PR (RUM) SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	GM (DE VILLE CADILLAC)	PHILIP MORRIS (MERIT)	
BC	PHILIP MORRIS (MERIT)	PRO GROUP (STANDARD CLUBS)	
CS	NONE	NONE	
11/00/84			
2C	TOYOTA (CRESSIDA)	TOYOTA (CRESSIDA)	
3C	GM (PONTIAC PARISIENNE)	CHEVROLET(CAPRICE CLASSIC)	
BC	JAMES B. BEAM (JIM BEAM)	JAMES BEAM (BOURBON)	
CS	NONE	NONE	
12/00/84			
2C	RJR (VANTAGE) SP	RJR (CAMEL)	
3C	GM (CADILLAC 84 SEVILLE)	BUICK (CENTURY)	
BC	WILSON (GOLF BALLS)	PANASONIC (VHS)	
CS	NONE	NONE	

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GOLF MAG.

	1985	1984
1/00/84		
2C	ACUSHNET (GOLF CLUBS)	ACUSHNET CO. (TITLEIST)
3C	RJR (CAMEL)	PHILIP MORRIS (MERIT)
BC	SPALDING (GOLF CLUBS)	SPALDING (GOLF CLUBS)
CS	NONE	NONE
2/00/84		
2C	RJR (CAMEL)	RJR (VANTAGE)
3C	SPALDING (CANNON)	SPALDING (CLUBS)
BC	PANASONIC (PV-9600)	PANASONIC (VIDEO SYSTEM)
CS	NONE	NONE
3/00/84		
2C	ACUSHNET (GOLF BALLS)	ACUSHNET (PINNACLE GLF CL)
3C	SCHENLEY (DEWAR'S)	PHILIP MORRIS (MARLBORO)
BC	WILSON (GOLF BALLS)	WILSON (1200-GE GOLF CLUB)
CS	NONE	NONE
4/00/84		
2C	SPALDING (GOLF BALLS)	SPALDING (GOLF BALLS)
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
BC	ACUSHNET (GOLF BALLS)	ACUSHNET (TITLEIST GLF BL)
CS	NONE	NONE
5/00/84		
2C	ACUSHNET (GOLF BALLS)	ACUSHNET (GOLF BALL)(+PG1)
3C	GM (BUICK ELECTRA)	HAIG ULTRAS (GOLF CLUBS)
BC	SPALDING (GOLF CLUBS)	SPALDING (GOLF BALLS)
CS	NONE	NONE
6/00/84		
2C	ACUSHNET (GOLF BALLS)	ACUSHNET (TITLEST GLF BLS)
3C	PHILIP MORRIS (MERIT)	ALLEGHENY (TRUE TEMPER)
BC	WILSON (GOLF CLUBS)	KARSTEN (PING)
CS	NONE	NONE
7/00/84		
2C	WILSON (GOLF BALLS)	WILSON(STAFF BALL)(+PG1)
3C	SCHENLEY (WHITE LABEL)	BMW (BMW 733I)
BC	RJR (STERLING)	RJR (CAMEL)
CS	NONE	NONE
8/00/84		
2C	SPALDING (TOP-FLITE BALLS)	QUESTOR (SPALDING GLF BLS)
3C	NISSAN (STANZA WAGON)	NISSAN (MAXIMA)
BC	KARSTEN (PING,EYE BALLS)	KARSTEN (GOLF CLUBS)
CS	NONE	NONE
9/00/84		
2C	RJR (VANTAGE)	PHILIP MORRIS (MAR.)(+PG1)
3C	TURTLE BAY (COUNTRY CLUB)	RJR (VANTAGE)
BC	PHILIP MORRIS (MERIT)	SPALDING (TOP-FLITE BALLS)
CS	NONE	NONE
10/00/84		
2C	SOMERSET IMP. (TANQUERAY)	PANASONIC (CTF-2077R TV)
3C	SCHENLEY (DEWAR'S)	PRO GROUP (STANDARD CLUBS)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
CS	NONE	NONE
11/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS(MERIT)(+PG1)
3C	GM (CADILLAC 86 DE VILLE)	BUICK (CENTURY WAGON)
BC	SCHENLEY (DEWAR'S)	PHILIP MORRIS (MARLBORO)
CS	NONE	NONE
12/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
3C	SAMSUNG (TV)	RJR (VANTAGE)
BC	SCHENLEY (DEWAR'S)	HONDA (ACCORD)
CS	NONE	NONE

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MAGAZINE COVER REPORT

GOURMET

	1985	1984	19
1/00/84			
2C	BMW (528E) SP	WATERFORD (CRYSTAL)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	REMY MARTIN (COGNAC)	REMY MARTIN (COGNAC)	
CS	NONE	EDITORIAL	
2/00/84			
2C	JAMES B. BEAM (BOURBON)	WATERFORD (CRYSTAL)	
3C	TOWLE (CRYSTAL)	TOWLE CO. (TOWLE STERLING)	
BC	ONEIDA (SILVERWARE)	ONEIDA (SILVER)	
CS	NONE	EDITORIAL	
3/00/84			
2C	STEARNS&FOSTER (MATRESS)	WATERFORD (CRYSTAL)	
3C	JENN-AIR (WALL OVENS)	GOS. GARNEAU CO. (COGNAC)	
BC	ROLEX (WATCHES)	GEN. WINE & SPIRITS	
CS	NONE	EDITORIAL	
4/00/84			
2C	WATERFORD (CRYSTAL) SP	WATERFORD (CRYSTAL)	
3C	KAHLUA (LIQUER)	HIRAM WALKER (AMARETTO)	
BC	CESKA (GLASSWARE)	RJR (VANTAGE)	
CS	NONE	EDITORIAL	
5/00/84			
2C	LENOX (CHINA & CRYSTAL)	INT. GOLD CORP. (14KT GLD)	
3C	SCHENLEY (DEWAR'S)	TOWLE (SILVERSMITHS)	
BC	W.A. TAYLOR (DRAMBUIE)	W.A. TAYLOR (DRAMBUIE)	
CS	NONE	EDITORIAL	
6/00/84			
2C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
3C	TOWLE (DINNERWARE) SP	TOWLE (GALWAY CRYSTAL)	
BC	KOBRAND (BEEFEATER GIN)	BURROGH (BEEFEATER GIN)	
CS	NONE	EDITORIAL	
7/00/84			
2C	BRITISH COLUMBIA (TOURISM)	ONTARIO TRAVEL (HOTEL)	
3C	W & A GIBLEY (GIN)	SEA GODDESS CRUISES	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	EDITORIAL	
8/00/84			
2C	KODAK (KODACOLOR VR 200)	LENOX (CHINA & CRYSTAL)	
3C	NAT'L. DIST.(GILBEY'S GIN)	SOMERSET (TANQUERAY GIN)	
BC	VAN MUNCHING (HEINEKEN)	VAN MUNCHING (HEINEKEN)	
CS	NONE	EDITORIAL	
9/00/84			
2C	SOMERSET (JW RED LABEL)		
3C	HENRY WINES (STOLICHNAYA)		
BC	JULIUS WILE SONS (B&B)		
CS	NONE		
10/00/84			
2C	CHATEAU STE. (WINE)	WATERFORD (CRYSTAL)	
3C	SCHENLEY (DEWAR'S)	HEMPHILL HARRIS TRAVEL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	NONE	EDITORIAL	
11/00/84			
2C	AYNSLEY (BONE CHINA)	WATERFORD (CRYSTAL)	
3C	ILVA SARONNO (AMARETTO)	FOREIGN VINTAGE (AMORETTO)	
BC	W A TAYLOR (COGNAC)	TALYOR (COURVOISIER)	
CS	NONE	EDITORIAL	
12/00/84			
2C	SOMERSET (JOHNNIE WALKER)	WATERFORD (CRYSTAL)	
3C	CARILLON IMP. (LIQUEUR)	CARILLON (GRAND MARNIER)	
BC	PADDINGTON (BAILEYS)	HIRAM WALKER (BRANDY)	
CS	NONE	EDITORIAL	

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GQ

	1985	1984	198
1/00/84			
2C	P&G (HEAD & SHOULDERS)	GREY FLANNEL	
3C	REMY MARTIN (COGNAC)	REMY MARTIN (COGNAC)	
BC	RJR (SALEM)	RJR (CAMEL)	
CS	NONE	NONE	
2/00/84			
2C	ALFA ROMEO (SPIDER)	ALFA ROMEO	
3C	RJR (WINSTON)	CANTERBURY OF NEW ZEALAND	
BC	SEAGRAM'S (CROWN ROYAL)	SEAGRAM (CROWN ROYAL)	
CS	NONE	NONE	
3/00/84			
2C	DOLBY (TECHNICS STEREO)	TECHNICS (TURNTABLE)	
3C	P&G (SURE)	RJR (WINSTON)	
BC	SEAGRAM'S (WHISKEY)	SEAGRAM (CROWN ROYAL)	
CS	NONE	NONE	
4/00/84			
2C	RJR (CAMEL)	RJR (CAMEL)	
3C	RJR (SALEM)	RJR (SALEM)	
BC	W.A. TAYLOR (COURVOISIER)	W.A. TAYLOR (COURVOISIER)	
CS	NONE	NONE	
5/00/84			
2C	RJR (VANTAGE) SP	RJR (STERLING) (+PG1)	
3C	FUJI (VIDEOCASSETTES)	FUJI (AUDIO TAPE)	
BC	SCHIEFFELIN (HENNESSY)	SCHIEFFELIN (HENN. COGNAC)	
CS	NONE	NONE	
6/00/84			
2C	ARAMIS (COLOGNE) SP	ARAMIS (JHL COLOGNE)(+PG1)	
3C	COINTREAU AMER (COINTREAU)	VAN MUNCHING (HEINEKEN)	
BC	YVES ST. LAURENT (KOUROS)	YVESSAINTLAURENT (KOUROS)	
CS	NONE	NONE	
7/00/84			
2C	HONDA (PRELUDE) SP	HONDA (CIVIC) (+PG1)	
3C	AT&T (LONG DISTANCE)	AT&T	
BC	BMW (535I)	BMW	
CS	NONE	NONE	
8/00/84			
2C	CORRIGAN'S (GUCCI WATCHES)	GUCCI (WATCHES)	
3C	FABERGE' (BRUT)	SCHENLEY (DEWAR'S)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	NONE	NONE	
9/00/84			
2C	RJR (CAMEL)	HEUBLEIN (SMIRNOFF VODKA)	
3C	AT&T (COMMUNICATIONS)	SCHENLEY (DEWAR'S)	
BC	RJR (SALEM)	RJR (SALEM)	
CS	NONE	NONE	
10/00/84			
2C	FORD (COUGAR) SP	FORD (MERCURY TOPAZ)(+PG1)	
3C	KALUA (LICOR DE CAFE')	MAIDSTONE (KAHLUA)	
BC	PANASONIC (VHS)	PANASONIC (CTF-2077R TV)	
CS	NONE	NONE	
11/00/84			
2C	MYERS & SON (RUM)	RJR (SALEM)	
3C	SONY (HANDYCAM CAMERA/REC)	M. JULIAN (CLOTHING)	
BC	CARILLON IMP. (LIQUEUR)	CARILLON (GRAND MARNIER)	
CS	NONE	NONE	
12/00/84			
2C	RJR (WINSTON)	RJR (SALEM)	
3C	P&G (HEAD & SHOULDERS SH.)	P&G (HEAD & SHOULDERS)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	

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GRIT

	1985	1984	19
1/01/84			
2C	NO ISSUE	EDITORIAL	
3C	******	EDITORIAL	
BC	******	FLOWER OF THE MONTH	
CS	******	EDITORIAL	
1/08/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FCA PUBLISHING (BOOKS)	B&W (RALEIGH)	
CS	1/2 EDIT, 1/2 HABAND	EDITORIAL	
1/15/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	HABAND FOR HER (COATS)	B&W (KOOL)	
CS	EDITORIAL		
1/22/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FOSTER TRENT (MAIL ORDER)	NUTRITION HDQS. (VITAMINS)	
CS	EDITORIAL	EDITORIAL	
1/29/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	BLACK & WHITE ADS	
BC	NUTRITION HDQTRS(VITAMINS)	MICHIGAN BULB CO. (ROSES)	
CS	EDITORIAL	LANE BRYANT & EDITORIAL	
2/05/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	MICHIGAN BULB CO. (ROSES)	B&W (KOOL)	
CS	EDITORIAL		
2/12/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	BURGESS SEED&PLANT (SEEDS)	NOT AVAILAVLE	
CS	EDITORIAL		
2/19/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	EDITORIAL	B&W (RALEIGH)	
CS	EDIT & HABAND (CULOTTES)	EDITORIAL & HABAND FOR HER	
2/26/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	FOSTER TRENT (MAIL ORDER)	NOT AVAILABLE	
CS	EDITORIAL		

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MAGAZINE COVER REPORT

GRIT

	1985	1984	198
3/04/84			
2C	EDITORIAL	NOT AVAILABLE	
3C	EDITORIAL	NOT AVAILABLE	
BC	MICHIGAN BULF (PLANTS)	NOT AVAILABLE	
CS	EDITORIAL		
3/11/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	BARLOW INC. (KNEE SUPPORT)	B&W (KOOL)	
CS	EDIT & 2/3 PG HABAND	EDIT.& HABAND FOR HER	
3/18/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	HOUSE OF WESLEY (PLANTS)	WESLEY (FOOD FRUIT & VEG.)	
CS	EDITORIAL	EDITORIAL	
3/25/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	NUTRITION HDQTRS(VITAMINS)	MICHIGAN BULB CO. (PLANTS)	
CS	EDITORIAL	EDITORIAL	
4/01/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	MICHIGAN BULB (PLANTS)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL & KRAFT	
4/08/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FEATHERSPRING(FOOT SUPPRT)	VITAMINS	
CS	2/3PG HABAND/EDITORIAL	EDITORIL & BACARDI (RUM)	
4/15/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LEE NUTRITION (VITAMINS)	EDITORIAL	
CS	EDITORIAL	EDIT. &HABAND FOR HER	
4/22/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	NUTRITION HDQS. (VITAMINS)	
CS	EDITORIAL	EDITORIAL & BACARDI (RUM)	
4/29/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	NUTRITION HDQTRS(VITAMINS)	MICHIGAN BULB CO. (PLANTS)	
CS	2/3 KRAFT(MIRCL WHIP)/EDIT	EDITORIAL & KRAFT	

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GRIT

	1985	1984	198
5/06/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	MICHIGAN BULB(ASST PLANTS)	FOSTER-TRENT (ASS'T PROD)	
CS	EDITORIAL	EDITORIAL	
5/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FOSTER TRENT (MAIL ORDER)	B&W (RALEIGH)	
CS	HABAND FOR HER/EDITORIAL	EDITORIAL	
5/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
5/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	BARLOW (KNEE SUPPORTS)	B&W (KOOL)	
CS	2/3 KRAFT(MIRCL WHIP)/EDIT	EDITORIAL & KRAFT	
6/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LEE NUTRITION (VITAMINS)	FOSTER-TRENT (MAIL ORDER)	
CS	EDITORIAL	EDITORIAL	
6/10/84			
2C	EDITORIAL E	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FG 4C ADS	FEATHERSPRING (FT SUPPORT)	
CS	EDITORIAL	EDIT. & HABAND FOR HER	
6/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	HABAND FOR HER (CULOTTES)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL & KRAFT	
6/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
7/01/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FC&A PUBLISHING (BOOKS)	NUTRITION HDQUTR.(VITAMIN)	
CS	EDITORIAL	EDITORIAL & KRAFT	

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GRIT

	1985	1984	1983
7/08/84			
2C	******	EDITORIAL	
3C	******	EDITORIAL	
BC	******	B&W (RALEIGH/BELAIR)	
CS	******	EDITORIAL	
7/15/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	BARLOW (KNEE SUPPORT)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
7/22/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	EDITORIAL	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
7/29/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL & KRAFT	
8/05/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	NUTRITION HDQTS.(VITAMINS)	FEATHERSPRING (FOOT SUPP.)	
CS	EDITORIAL	EDITORIAL	
8/12/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FEATHERSPRING(FOOTSUPPORT)	B&W (KOOL)	
CS	EDITORIAL & 1/3PG 4C AD	EDITORIAL	
8/19/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	BARLOW (KNEE SUPPORT)	
CS	EDITORIAL	EDIT. & HABAND FOR HER	
8/26/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PDM (SURVIVAL KNIVES)	LEE NUTRITION (VITAMINS)	
CS	EDIT.&2/3PG KRAFT	EDITORIAL & KRAFT	
9/02/84			
2C	EDITORIAL & MASTHEAD	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LEE NUTRITION (VITAMINS)	MICHIGAN BULB CO. (PLANTS)	
CS	EDITORIAL	EDITORIAL	

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GRIT

	1985	1984	19
9/09/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	MICHIGAN BULB (FLOWERS)	MICHIGAN BULB CO. (BULBS)	
CS	EDITORIAL	EDITORIAL	
9/16/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	MICHIGAN BULB (FLOWERS)	NUTRITION HDQTS. (VITAMIN)	
CS	1P EDIT 1PG 2/3 FINGERNUT	EDITORIAL	
9/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	NUTRITION HQ (VITAMINS)	4C ADS	
CS	EDITORIAL	EDITORIAL & KRAFT	
9/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FCA PUB. (RICE DIET)	FEATHERSPRING (SUPPORTS)	
CS	EDITORIAL	EDITORIAL	
10/07/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LUXIS INTERN. (INSOLES)	B&W (KOOL)	
CS	EDIT & HABAND (BLOUSES)	EDIT. & HABAND FOR HER	
10/14/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	BARLOW INC. (KNEE SUPPORT)	LEE NUTRITION (VITAMINS)	
CS	EDITORIAL	EDITORIAL	
10/21/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LEE NUTRITION (VITAMINS)	FOSTER-TRENT (ASST. PROD.)	
CS	G.F. (BRAN FLAKES) & EDIT	EDIT. & HABAND FOR HER	
10/28/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FOSTER TRENT (MAIL ORDER)	NUTRITIONAL HDQ. (VITAMIN)	
CS	EDIT/2/3PG HABAND (BOOTS)	EDITORIAL	
11/04/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	NUTRITION HQS. (VITAMINS)	B&W (RALEIGH/BELAIR)	
CS	1/6 B&W ADS & EDITORIAL	EDITORIAL	

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GRIT

	1985	1984	1983
11/11/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	FOSTER-TRENT (ACCESSORIES)	
CS	NONE	EDITORIAL	
11/18/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FOSTER TRENT (MAIL ORDER)	FOSTER-TRENT (ACCESSORIES)	
CS	1FGEDIT& KRAFT(MIRACLE WH)	EDIT. & HABAND FOR MEN	
11/25/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	FOSTER TRENT (MAIL ORDER)	LEE NUTRITION (VITAMINS)	
CS	EDITORIAL	EDITORIAL	
12/02/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LEE NUTRITION (VITAMINS)	NUTRITION HDQTS. (VITAMIN)	
CS	EDITORIAL	EDITORIAL	
12/09/84			
2C	EDITORIAL	EDITROIAL	
3C	EDITORIAL	EDITORIAL	
BC	NUTRITION HQ (VITAMINS)	NUTRITION HDQUTR (VITAMIN)	
CS	EDITORIAL	EDITORIAL	
12/16/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	GRIT (SUBSCRIPTION)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
12/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	EDITORIAL	GRIT AD (HELP THE NEEDY)	
CS	EDITORIAL	EDITORIAL	
12/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LS RECORDS (GOSPEL ALBUM)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	

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GUNS & AMMO

	1985	1984
1/00/84		
2C	RJR (CAMEL) SP	WEARTHERBY (LAZERMARK)
3C	TOYOTA (TRUCKS)	TOYOTA (TOYOTA)
BC	HECKLER&KOCH (DK 94 WEAPN)	B&W (RALEIGH)
CS	EDITORIAL	NONE
2/00/84		
2C	RJR (WINSTON)	RJR (WINSTON)
3C	CHRYSLER (DODGE TRUCKS)	FORD (RANGER)
BC	MARLIN (RIFLES)	B&W (VICEROY)
CS	EDITORIAL	NONE
3/00/84		
2C	FORD (TRUCKS)	RJR (CAMEL)
3C	QUAKER STATE (MOTOR OIL)	FORD (PICKUP)
BC	RJR (CAMEL)	B&W (RALEIGH)
CS	EDITORIAL	NONE
4/00/84		
2C	FORD (TRUCKS) 4PGU	REMINGTON (RIFLES)
3C	OMARK INDUS. (GUN PARTS)	FORD (TRUCKS)
BC	RJR (CAMEL)	HECKLER & KOCH (FIREARMS)
CS	EDITORIAL	NONE
5/00/84		
2C	RJR (CAMEL)	RJR (WINSTON)
3C	AMERICAN TOB (LUCKY)	B&W (VICEROY)
BC	HECKLER&KOCH (HANDGUN)	HECKLER & KOCH (PISTOL)
CS	EDITORIAL	NONE
6/00/84		
2C	RJR (WINSTON)	RJR (WINSTON)
3C	TOYOTA (SR5 TURBO)	TOYOTA (XTRACAB TRUCK)
BC	HECKLER & KOCH (RIFLE)	HECKLER & KOCH (FIREARMS)
CS	EDITORIAL	NONE
7/00/84		
2C	RJR (WINSTON)	RJR (CAMEL) (+PG1)
3C	JEEP (JEEP CJ)	B&W (VICEROY)
BC	STURM, RUGER (GUNS)	MARLIN FIREARMS (GUNS)
CS	EDITORIAL	NONE
8/00/84		
2C	FORD (TRUCKS) SP	RJR (CAMEL)
3C	DILLON PRECISION (RL 550)	RUGER (.22 RIFLE)
BC	RJR (WINSTON)	DUPONT (REMINGTON BULLETS)
CS	EDITORIAL	NONE
9/00/84		
2C	SMITH & WESSON (REVOLVERS)	SMITH&WESON (GUNS)
3C	QUAKER STATE (MOTOR OIL)	RJR (WINSTON)
BC	STURM RUGER (REVOLVERS)	REMINGTON ARMS (SHOTSHELL)
CS	BROWNING (HUNTERS ACC.)	NONE
10/00/84		
2C	RJR (WINSTON)	RJR (WINSTON)
3C	OMARK IND. (SIDEWINDER)	RUGER (RIFLE)
BC	SMITH & WESSON (GUNS)	B&W (VICEROY)
CS	BROWNING (HUNTERS ACCESS.)	NONE
11/00/84		
2C	FORD (TRUCKS 4 WHEELERS)SP	NONE (RANGER&PICKUP)(+PG1)
3C	JEEP (COMANCHE) SP	GMC (TRUCK)
BC	RJR (WINSTON)	RJR (WINSTON)
CS	EDITORIAL	NONE
12/00/84		
2C	TOYOTA (SR5 XTRACAB)	TOYOTA (SR-5)
3C	DILLON INC (GUN PRODUCTS)	GMC (4X4)
BC	COLT (COLT 380)	B&W (VICEROY)
CS	EDITORIAL	NONE

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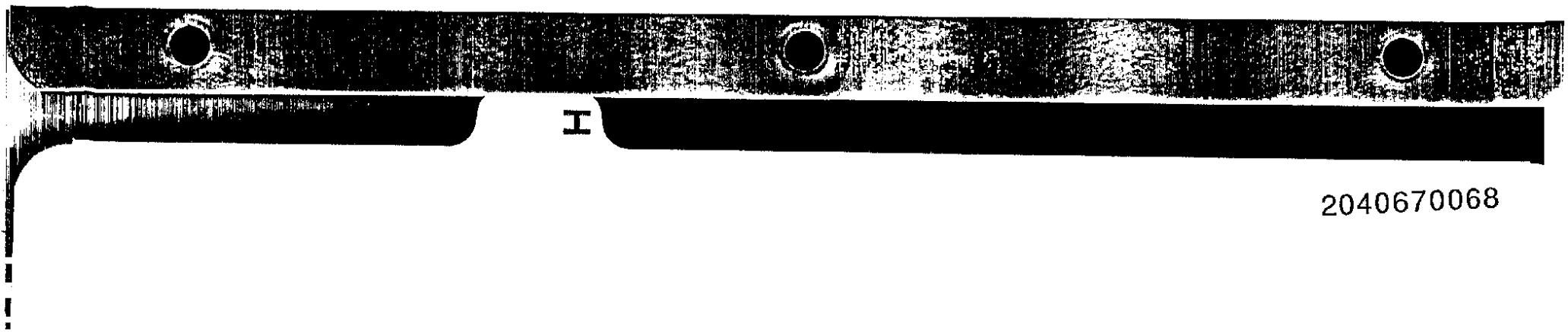

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MAGAZINE COVER REPORT

HARPER'S

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (MERIT) SP	CITIBANK	
3C	TEXACO (OPERA)	FORD (T-BIRD COUPE)	
BC	RJR (STERLING)	PHILIP MORRIS (PLAYERS)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
2/00/84			
2C	PHILIP MORRIS (MERIT) SP	FORD (TEMPO)	
3C	MCDONNELL DOUGLAS (LASER)	NOT AVAILABLE	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	SUN CORP (CORP)	EDITORIAL	
3/00/84			
2C	PHILIP MORRIS (B&H)	AIR FRANCE	
3C	CHRYSLER (FIFTH AVENUE)	BANKERS TRUST	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	WALDEN BOOKS (BOOKS&TAPES)	EDITORIAL	
4/00/84			
2C	AT&T (INFORMATION SYS) SP	SCHENLEY (DEWAR'S) (+PG1)	
3C	MCDONNELL DOUGLAS (COMMUN)	FORD (TEMPO)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	MEXICO(TRVL)/VIKING(CRUIS)	EDITORIAL	
5/00/84			
2C	RCA (AEGIS) SP	RJR (STERLING) (+PG1)	
3C	TWA (AMERICAN EXPRESS)	MCDONNELL DOUGLAS	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	GTE (TELEPHONE SYSTEM)	
6/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MERIT)	
3C	GM (AUTOMOTIVE COMPUTERS)	AT&T	
BC	MASTER CARD (MASTER CARD)	SCHENLEY (DEWAR'S)	
CS	AT&T (INFORMATION SYS)	RJR (STERLING)	
7/00/84			
2C	VISA (VISA CARD) SP	RJR (STERLING) (+PG1)	
3C	NAT'L PUBLIC RADIO (CORP)	WALDENBOOKS (BOOKS)	
BC	MCDONNELL DOUGLAS (COMPTR)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (B&H)	IBM	
8/00/84			
2C	AT+T (INFO SYSTEMS) SP	MCDONNELL DOUGLAS (+PG1)	
3C	GM (INNER SHIELD)	GM (CORPORATE AD)	
BC	SUPERIOR BANK(OLD MSTR.CD)	RJR (STERLING)	
CS	EDITORIAL	FORD (TEMPO)	
9/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (MARLBORO)	
3C	SUN CO (ENERGY)	AIR FRANCE (CONCORD)	
BC	MCIONNEL DOUGLAS (VITEK)	RJR (STERLING)	
CS	VISA (VISA CARD)	AT&T	
10/00/84			
2C	RCA (COMM. SATELLITE) SP	CITICORP(DINERS CD.)(+PG1)	
3C	TRW (ELECTRONICS & COMP.)	TRW (CORPORATE)	
BC	PHILIP MORRIS (PARLIAMENT)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	GTE	
11/00/84			
2C	AT&T (OFFICE AUTOMATION)	RCA (CORPORATE) (+PG1)	
3C	DEBBERS (DIAMOND RING)	WALDENBOOKS (BOOKS)	
BC	SUPERIOR BK (MASTER CARD)	RJR (STERLING)	
CS	IBM (FACULTY LOAN PROGRAM)	IBM (WRITING TO READ SYTM)	
12/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
3C	IBM (NUTCRACKER)	GM (CORPORATE)	
BC	GODIVA (CHOCOLATE)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL	RCA	

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MAGAZINE COVER REPORT

HARPER'S BAZAAR

	1985	1984	1983
1/00/84			
2C	LANCOME (BODY TREATMENTS)	LANCOME PARIS (PERFUME)	
3C	MAYBELLINE (MASCARA)	MAYBELLINE (LIPSTICK)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
2/00/84			
2C	CONCORD (WATCHES)	PIAGET WATCH	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	MONET (JEWELRY)	MONET (JEWELRY)	
CS	NONE	NONE	
3/00/84			
2C	CACHAREL (PERFUME)	LANCOME PARIS (PARFUM)	
3C	MAYBELLINE (MAKE-UP)	MAYBELLINE (LIPSTICK)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
4/00/84			
2C	REVOLON (MAKE-UP) SP	REVLON (LIPSTICK) (+PG1)	
3C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (B&H)	
BC	MONET (JEWELRY)	MONET (JEWELRY)	
CS	NONE	NONE	
5/00/84			
2C	PIAGET (WATCHES)	CONCORD (WATCH)	
3C	MAYBELLINE (MAKE-UP)	MAYBELLINE (MAKEUP)	
BC	BEECHAM (SUN CARE SYSTEM)	BEECHAM COS. (JOVAN MUSK)	
CS	NONE	NONE	
6/00/84			
2C	LANCOME (SUN TAN LOTION)	WATERFORD (CRYSTAL)	
3C	MAYBELLINE (MAKE-UP)	MAYBELLINE (NAIL COLOR)	
BC	RJR (SALEM)	RJR (STERLING)	
CS	NONE	NONE	
7/00/84			
2C	PIAGET (JEWELRY)	PIAGET (WATCH)	
3C	MAYBELLINE (MAKE-UP)	*	
BC	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
8/00/84			
2C	CONCORD (MARINER WATCHES)	PIAGET (WATCHES)	
3C	MAYBELLINE (EXPERT EYES)	MAYBELLINE (BEAUTY STYLER)	
BC	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
9/00/84			
2C	*******	MOVADO (MOVADO WATCHES)	
3C	*******	PHILIP MORRIS (PLAYERS)	
BC	*******	MONET (JEWELRY)	
CS	*******	NONE	
10/00/84			
2C	ULTIMA II (MAROC PERFUME)	PIAGET (WATCHES)	
3C	WATERFORD (CRYSTAL)	WATERFORD (CRYSTAL HEART)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
11/00/84			
2C	COSMAIR (NOIRE PERFUME)	MOVADO (WATCHES)	
3C	GODIVA (CHOCOLATE)	LENOX (CHINA & CRYSTAL)	
BC	RJR (MORE)	RJR (SALEM)	
CS	NONE	NONE	
12/00/84			
2C	BILL BLASS (PERFUME)	BILL BLASS (PERFUME)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
BC	GUERLAIN INC. (PERFUMES)	CARILLON (PASSION LIQUER)	
CS	NONE	NONE	

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HOME

	1985	1984	198
1/00/84			
2C	ARMSTRONG (SOLARIAN)	ARMSTRONG (FLOORS) (+PG1)	
3C	LOUVERDRAPE (BLINDS)	FORD (BRONCO II)	
BC	RJR (NOW)	RJR (NOW)	
CS	NONE	KOHLER (BRASS ACCESSORIES)	
2/00/84			
2C	THOMASVILLE (FURNITURE)	THOMASVILLE (FURN.) (+PG1)	
3C	GE (KITCHEN COMPANION TV)	LOUVERDRAPE	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	MARVIN WINDOWS	
3/00/84			
2C	CONGOLEUM (FLOORS) SP	CONGOLEUM (FLOOR) (+PG1)	
3C	PEACHTREE DOORS (WDWS&DRS)	LOUVERDRAPE	
BC	RJR (MORE)	RJR (NOW)	
CS	NONE	MARVIN DOORS	
4/00/84			
2C	ARMSTRONG (FLOORS) SP	THOMASVILLE (FURN.) (+PG1)	
3C	LOUVERDRAPE (BLINDS)	MANNINGTON (FLOORS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	PHILIP MORRIS (MERIT)	
5/00/84			
2C	MANNINGTON (FLOORS) SP	CONGOLEUM (FLOORS)	
3C	WESTERN PLASTICS (DOORS)	LOUVERDRAPE (BLINDS)	
BC	RJR (MORE)	RJR (STERLING)	
CS	NONE	MARVIN WINDOWS	
6/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	WHIRLPOOL (APPLIANCES)	LOUVERDRAPE (BLINDS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
7/00/84			
2C	FORD (BRONCO II)	ADMIRAL (APPLIANCES)(+PG1)	
3C	MORGAN PRODUCTS (DOORS)	LOUVERDRAPE	
BC	ALLIED (ANSO CARPET)	DELTA (FAUCETS)	
CS	NONE	NONE	
8/00/84			
2C	PHILIP MORRIS (B&H) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	LOUVERDRAPE (VERT. BLINDS)	FORD (CLUB WAGON)	
BC	RJR (NOW)	RJR (STERLING)	
CS	NONE	NONE	
9/00/84			
2C	FORD (GLASS WINDOW) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	WHIRLPOOL (WASHER & DRYER)	LOUVERDRAPE (VINYL LOUVER)	
BC	POGGENPOHL (CABINET)	OLYMPIC (OIL STAIN)	
CS	NONE	NONE	
10/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	LOUVER DRAPE INC (BLINDS)	LOUVERDRAPE (VERTICAL BLD)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
11/00/84			
2C	RAYTHEON (CALORIC STOVE)SP	ARMSTRONG (FLOORS) (+PG1)	
3C	WHIRLPOOL (MICROWAVE)	LOUVERDRAPE (BLINDS)	
BC	RJR (MORE)	RJR (NOW)	
CS	NONE	NONE	
12/00/84			
2C	FORD GLASS (WINDOW) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	COMPANY STORE (COMFORTERS)	LOUVERDRAPE (BLINDS)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	

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HOME MECHANIX

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (PLAYERS)	
3C	NISSAN (TRUCKS)	FORD (RANGER)	
BC	AMERICAN TOB (LUCKY)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
2/00/84			
2C	FORD (4X4) SP	JOHN DEERE (TRACTOR)	
3C	TOYOTA (4X4 SR5)	FORD (BRONCO II)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
3/00/84			
2C	GM (MONTE CARLO) SP	MERCURY (OUTBOARDS) (+PG1)	
3C	HEUBLEIN (BLACK VELVET)	HEUBLEIN (BLACK VELVET)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	NONE	NONE	
4/00/84			
2C	ARMSTRONG (FLOORS)	HONDA (GENERATOR)	
3C	NISSAN (TRUCKS)	DODGE (DAYTONA)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	NONE	NONE	
5/00/84			
2C	FORD (TRUCKS) SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	BLACK & DECKER (TOOLS)	FORD (TRUCKS)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	NONE	NONE	
6/00/84			
2C	GM (S-10 BLAZER)	WAGNER(POWER ROLLER)(+PG1)	
3C	HEUBLEIN (BLACK VELVET)	HEUBLEIN (BLACK VELVET)	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	NONE	NONE	
7/00/84			
2C	PHILIP MORRIS (MARLBORO)	OLYMPIC (PAINT)	
3C	QUAKER STATE (MOTOR OIL)	FORD (PICK-UP)	
BC	B&W (KOOL)	RJR (CAMEL)	
CS	NONE	NONE	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	B&W (KOOL)	
3C	ISUZU (BAJA 1000)	PUERTO RICO (GOLD RUMS)	
BC	PHILIP MORRIS (MERIT)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
9/00/84			
2C	ROBERT BOSCH (SPARK PL.)SP	HEUBLEIN (BLACK VELVET)	
3C	TEXACO (MOTOR OIL)	FORD (PICKUP TRUCK)	
BC	JAMES BEAM (J B BOURBON)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
10/00/84			
2C	PHILIP MORRIS (MARL) SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	SEAGRAM DIST. (SEAGRAM 7)	SEAGRAM'7 & 7UP TOGETHER	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
11/00/84			
2C	PHILIP MORRIS (MERIT)	FORD (RANGER&PICKUP)(+PG1)	
3C	ISUZU (P'UP 4X4 TRUCKS)	ALLIANCE(GENIE DOOR OPNER)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	NONE	NONE	
12/00/84			
2C	FORD (TRUCKS) SP	PHILIP MORRIS (PLAYERS)	
3C	NAT. DIST. (WINDSOR CANA.)	BLACK&DECKER (SPOT LITER)	
BC	PHILIP MORRIS (MARLBORO)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	

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HONOLULU

	1985	1984	198
1/00/84			
2C	HAWAII NAT'L & TEL-A-COM	HA.EXPRESS&NAT'L BNK(+PG1)	
3C	RJR (MORE)	HA. AIR (DASH TRANSIT)	
BC	FIRST HAWAIIAN (TRUST SER)	FIRST HA. BANK (IRA)	
CS	DISNEYLAND (30TH ANNIV)	EDITORIAL	
2/00/84			
2C	NAT'L BK(LOAN)&ROLM (CORP)	HA.NAT.BNK&BISHOP SQ(+PG1)	
3C	PHILIP MORRIS (V SLIMS)	HAWAIIAN AIR	
BC	FIRST HAWAIIAN BK (TRUSTS)	FIRST HAWAIIAN BANK (IRA)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	NAT'L BK & TEL-A-COM	HA.NAT.BNK&BISHOP SQ(+PG1)	
3C	RJR (MORE)	HAWAIIAN AIR	
BC	FIRST HAWAIIAN BANK (IRA)	FIRST HAWAIIAN NAT. BANK	
CS	EDITORIAL	EDIT.&TAYLOR BAGS (1/2 PG)	
4/00/84			
2C	NAT'L BK & ROLM(CORP) SP	HA.NAT.BNK&BISHOP SQ(+PG1)	
3C	PHILIP MORRIS (V SLIMS)	GTE (PHONE & EQUIPMENT)	
BC	FIRST HAWAIIAN BK (CREDIT)	FST HAWAIIAN BK(EQUITY LN)	
CS	EDITORIAL	EDITORIAL	
5/00/84			
2C	NAT'L BK &TEL-A-COM SP	BISHOP SQ&HA.NAT.BNK(+PG1)	
3C	RJR (MORE)	UNITED (AIRLINES)	
BC	FIRST HAWAIIAN BK(MORT)	FIRST HAWAIIAN BANK	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	SHERATON HOTEL (ITT)	HA.NAT.BNK&BISHOP SQ(+PG1)	
3C	PHILIP MORRIS (V SLIMS)	NISSAN (200 SX TURBO)	
BC	FIRST HAWAIIAN BK (MORT)	FIRST HAWAIIAN BANK	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	ITT (SHERATON HOTEL)	HA.NAT.BNK&BISHOP SQ(+PG1)	
3C	RJR (MORE)	BANK OF HA.(VISA TRAV.CKS)	
BC	FIRST HAWAIIAN BANK(LOANS)	1ST HA.BANK (MASTER CARD)	
CS	MID PACIFIC AIR (F28)	EDITORIAL	
8/00/84			
2C	ITT(SHERATON PRINCE.HOTEL)	NW MUTUAL INS.& HA. BANK	
3C	PHILIP MORRIS (B&H)	BANK OF HAWAII (TRAVEL CK)	
BC	1ST HA.BNK(TRAVELER CHECK)	1ST HAWAIIN BK (MASTERCRD)	
CS	PHONE MART&POGOENPOHL EURO		
9/00/84			
2C	PHILIP MORRIS (V SLIMS)	BISHOP SQ&HA.NAT.BNK(+PG1)	
3C	RJR (MORE)	LOUIS VUITTON(LUGGAGE)	
BC	FIRST HAWAIN BK (PHONE)	1ST HAWAIIAN BANK (CREDIT)	
CS	EDIT	HYATT REGENCY MAUI	
10/00/84			
2C	RADO (WATCH)	HA.NAT.BNK&TELA-COM (+PG1)	
3C	PHILIP MORRIS (B&H)	TOYOTA (COROLLA GTS)	
BC	1ST HAWAIIAN BANK (LOANS)	1ST HA. BANK (MASTERCARD)	
CS	ALOHA AIRLINES (CORP)	EDITORIAL	
11/00/84			
2C	GALLERIA (C. JUNE SHOES)	HA.NAT.BANK&TELA-COM(+PG1)	
3C	RJR (MORE)	CHERRY CO. (KIRIN BEER)	
BC	1ST HAWAIIN BK (AUTO SHOW)	1ST HA. BANK (SERVICES)	
CS	WALT DISNEY (PHONE MART)	AMERICAN EXPRESS	
12/00/84			
2C	PHILIP MORRIS (B&H)	HA.NAT.BANK&TELE-COM(+PG1)	
3C	RJR (MORE)	TOYOTA (1985 CRESSIDA)	
BC	1ST HAWAIIAN (MASTERCARD)	1ST HAWAIIAN BK (MST.CARD)	
CS	EDITORIAL	HAWAIIAN MINI	

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HOT ROD

	1985	1984	1983
1/00/84			
2C	CHRYSLER (LANCER) GT	PHILIP MORRIS (MARLBORO)	
3C	GM (PONTIAC FIREBIRD)	NISSAN (TRUCK)	
BC	RJR (CAMEL)	GILLETTE (RIGHT GUARD)	
CS	PHILIP MORRIS (MERIT)	EDITORIAL	
2/00/84			
2C	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
3C	SC JOHNSON (EDGE)	FORD (RANGER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	PHILIP MORRIS (MARLBORO)	PONTIAC (FIREBIRD)	
3/00/84			
2C	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
3C	FORD (MOTORCRAFT FILTERS)	GILLETTE (RIGHT GUARD)	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	YAMAHA (V MAX) 4PG GATE	EDITORIAL	
4/00/84			
2C	AMER. HONDA(INTERCEPTOR)SP	DODGE (DAYTONA) (GT)	
3C	PHILIP MORRIS (MARLBORO)	THRUSH INC. (MUFFLERS)	
BC	ANHEUSER BUSCH (BUDWEISER)	ANHEUSER-BUSCH (BUDWEISER)	
CS	JEEP (TRUCKS & CHEROKEE)	HONDA (MAGNA V30)	
5/00/84			
2C	RJR (CAMEL)	PHILIP MORRIS (MARLBORO)	
3C	RUSSELL (PLUMBING SYS)	GILLETTE (RIGHT GUARD)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	GM (CAMARO)		
6/00/84			
2C	NISSAN (TRUCKS)	STROH (STROH'S BEER)(+PG1)	
3C	MALLORY&ERSON (RACE APP.)	BACARDI (PUERTO RICAN RUM)	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	CHRYSLER (LASER)	K-MART AUTO CENTERS	
7/00/84			
2C	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
3C	STROH BREWERY (STROH'S)	STROHS BREW. (STROHS BEER)	
BC	RJR (SALEM)	RJR (CAMEL)	
CS	EDITORIAL	GOODYEAR (EAGLE TIRES)	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS(MERIT)(+PG1)	
3C	RJR (SALEM)	RJR (CAMEL)	
BC	NISSAN (4X4 TRUCKS)	MALLORY (ENGINE PARTS)	
CS	EDITORIAL	LORILLARD (NEWPORT)	
9/00/84			
2C	AMERICAN TOBACCO (LUCKY)	AMER. TOBACCO(LUCKY)(+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
BC	ERSON & MALLORY (RACE AP.)	MALLORY (ENGINE PARTS)	
CS	PHILIP MORRIS (MERIT)	PIONEER (SUPERTUNER III)	
10/00/84			
2C	RJR (WINSTON)	RJR (SALEM)	
3C	VALVOLINE OIL (RACING OIL)	OLDSMOBILE (CALAIS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	LORILLARD (NEWPORT)	DODGE (OMNI GLH)	
11/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	DODGE (ARIES K) (GT)	
3C	FORD (THUNDERBIRD)	STROH BREWERY(STROHS BEER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	CHEVROLET (ENGINES) (GT)	
12/00/84			
2C	RJR (WINSTON)	DODGE (ARIES) (GT)	
3C	CLARION (CAR AUDIO)	FORD (LTD)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	FORD (TEMPO)	RJR (CAMEL)	

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HOUSE & GARDEN

	1985	1984
1/00/84		
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)
3C	LENOX (CHINA AND CRYSTAL)	LENOX (CHINA&CRYSTAL)
BC	N A PHILIPS CO (FURNITURE)	BAKER (FURNITURE)
CS	NONE	NONE
2/00/84		
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)
3C	RJR (NOW)	RJR (NOW)
BC	DREXEL (HERITAGE)	DREXEL FURNISHINGS INC.
CS	NONE	NONE
3/00/84		
2C	CANCOME (MAKE-UP) SP	LANCOME (MAKE UP) (+PG1)
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)
BC	ONEIDA (STAINLESS STEEL)	ONEIDA (ONEIDA SILVER)
CS	NONE	NONE
4/00/84		
2C	N A PHILIPS (FURNITURE) SP	BAKER (FURNITURE) (+PG1)
3C	WHIRLPOOL (APPLIANCES)	KINDEL (FURNITURE)
BC	BMW (735I)	WATERFORD (CRYSTAL)
CS	NONE	NONE
5/00/84		
2C	HENREDON (FURNITURE) SP	HENREDON (FURN.) (+PG1)
3C	LENOX (CHINA AND CRYSTAL)	LENOX(CRYSTAL&CHINA)(3CSP)
BC	MARTEX (TOWELS)	W. PT. PEPPERELL (MARTEX)
CS	NONE	NONE
6/00/84		
2C	COSMAIR (MAKE-UP) SP	ARMSTRONG (FLOORS) (+PG1)
3C	DEL MONTE (GREY POUPON)	HEUBLEIN (SMIRNOFF VODKA)
BC	CHATEAU & ESTATE (WINES)	THOMASVILLE (FURNITURE)
CS	NONE	NONE
7/00/84		
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)
3C	WATERFORD (CRYSTAL)	LENOX (CHINA)
BC	RJR (NOW)	RJR (STERLING)
CS	NONE	NONE
8/00/84		
2C	ARMSTRONG (SOLORIAN II) SP	THOMASVILLE (FURN.) (+PG1)
3C	STEARNS&FOSTER(MATTRESSES)	MASTERCARD
BC	CENTURY (FURNITURE)	********
CS	NONE	NONE
9/00/84		
2C	NORTH AM. PHIL. (FURN) SP	BAKER (FURNITURE) (+PG1)
3C	LANE CO. (FURNITURE)	LANE (FURNITURE)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
CS	NONE	NONE
10/00/84		
2C	HENREDON (FURNITURE) SP	HENREDON (FURNITURE)
3C	ONEIDA (SILVERWARE)	ONEIDA (SILVERWEAR)
BC	BAUME & MERCIER (WATCHES)	W.A. TAYLOR (COURVOISIER)
CS	NONE	NONE
11/00/84		
2C	HENREDON (FURNITURE)	HENREDON (FURN.) (+PG1)
3C	DREXEL HERITAGE (FURNIT.)	HERITAGE (FURNITURE)
BC	TOYOTA (CRESSIDA)	TOYOTA (CRESSIDA)
CS	NONE	NONE
12/00/84		
2C	WATERFORD (CRYSTAL LAMP)	WATERFORD (CRYSTAL)
3C	GM (BUICK LE SABRE)	KINDEL (FURNITURE)
BC	COFFEE GROWERS (COFFEE)	YVES SAINT LAURENT (OPIUM)
CS	NONE	NONE

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MAGAZINE COVER REPORT

HOUSE BEAUTIFUL

	1985	1984	198
1/00/84			
2C	WATERFORD (CRYSTAL)	WATERFORD (CRYSTAL) (+PG1)	
3C	KENTILE FLOORS (TILE)	KENTILE (FLOOR)	
BC	CONGOLEUM (FLOORS)	CENTURY (FURNITURE)	
CS	NONE	NONE	
2/00/84			
2C	N A PHILIPS (FURNITURE)	PHILIPS CO (BAKER FURN) SP	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	NAT'L FED GROWERS (COFFEE)	HOWARD MILLER (CLOCKS)	
CS	NONE	NONE	
3/00/84			
2C	HENREDON (FURNITURE) SP	HENREDON (FURN.) (GT+PG1)	
3C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (B&H)	
BC	ONEIDA (SILVERWARE)	GENERAL ELECTRIC (PHONE)	
CS	NONE	NONE	
4/00/84			
2C	HENREDON (FURNITURE) SP	HENREDON (FURNITURE)	
3C	AMERICAN TOB (CARLTON)	ONEIDA (SILVER)	
BC	ONEIDA (SILVERWARE)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	
5/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS)	
3C	DREXEL (FURNITURE)	DREXEL (FURNITURE)	
BC	NAT'L FED GROWERS (COFFEE)	SEAGRAM (SEAGRAM'S VO)	
CS	NONE	NONE	
6/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	PFALTZGRAFF (DINNERWARE)	CENTURY (FURNITURE)	
BC	RJR (MORE)	TOWLE (SILVERSMITHS)	
CS	NONE	NONE	
7/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (MARLBORO)	
BC	LA BARGE (FURNITURE)	LE BARGE (MIRRORS)	
CS	NONE	NONE	
8/00/84			
2C	HENREDON (FUNRITURE)	HENREDON (FURNITURE)	
3C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (VIRGINIA S)	
BC	DREXEL HERITAGE(FURNITURE)	DREXEL HERIT. (FURNITURE)	
CS	NONE	NONE	
9/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
BC	NORTHAMERIC PHILIPS (FURN)	BAKER (FURNITURE)	
CS	NONE	NONE	
10/00/84			
2C	HENREDON (FURNITURE) SP	HENREDON (FURN.) (+PG1)	
3C	RJR (MORE)	HERITAGE (FURNITURE)	
BC	WATERFORD (CRYSTAL)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
11/00/84			
2C	HENREDON (FURNITURE) SP	HENREDON (FURNITURE)	
3C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
BC	PHILIP MORRIS (B&H)	DANSK (SALAD BOWL)	
CS	NONE	NONE	
12/00/84			
2C	KAHLUA (COFFEE LIQUEUR) SP	WEDGWOOD (CRYSTAL)	
3C	WHIRLPOOL (WASHER & DRYER)	TOWLE (CRYSTAL & SILVER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

HOUSTON CITY

	1985	1984	1983
1/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
3C	SHOE GALLERY (SHOES)	SHOE GALLERY (SHOES)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	AMERICAN EXPRESS (CARD)	EDITORIAL	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
3C	RJR (MORE)	RJR (MORE)	
BC	BIRRAPORETTI'S (RESTAURNT)	SCHENLEY (DEWARS)	
CS	EDITORIAL	EDITORIAL & WESTERN BANKS	
3/00/84			
2C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (B&H)	
3C	SHOE GALLERY (SHOES)	SHOE GALLERY (SHOES)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIR. SLIMS)	
CS	SHERATON(HOTEL) & EDIT	EDITORIAL	
4/00/84			
2C	SHOE GALLERY (SHOES)	SHOE GALLERY (SHOES)	
3C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (MARLBORO)	
BC	BIRRAPORETTI'S (RESTAURNT)	HEUBLEIN (BLACK VELVET)	
CS	EDITORIAL	ISLANDS OF HAWAII	
5/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
3C	SHOE GALLERY (SHOES)	THE SHOE GALLERY (SHOES)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (B&H)	
CS	DAY JEWELERS (JEWELRY)	DEL LAGO RESORT & EDIT.	
6/00/84			
2C	RJR (MORE)	RJR (MORE)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	BIRRAPORETTI'S (RESTAURNT)	HEUBLEIN (BLACK VELVET)	
CS	EDITORIAL		
7/00/84			
2C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (VIRGINIA S)	
3C	RJR (MORE)	RJR (MORE)	
BC	SHOE GALLERY (SHOES)	SHOE GALLERY (VAN ELI)	
CS	EDITORIAL	THE PARK& ASS'T ADVERTISER	
8/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	THE SHOE GALLERY (SHOES)	SHOE GALLERY (SHOES)	
CS	EDITORIAL		
9/00/84			
2C	******	PHILIP MORRIS (VIRGINIA S)	
3C	******	HEUBLEIN (BLACK VELVET)	
BC	******	RJR (MORE)	
CS	******	EDITORIAL	
10/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGAN'S (JEWELERS)	
3C	SHOE GALLERY(PICONE SHOES)	SHOE GALLERY (SHOES)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	1/3PG EDIT/4C ADS	EDITORIAL & AMOCO	
11/00/84			
2C	CORRIGAN'S (ANNIV. RINGS)	CORRIGAN'S (JEWELRY)	
3C	PHILIP MORRIS (V. SLIMS)SP	PHILIP MORRIS (VIRGINIA S)	
BC	BIRRAPORETTI'S(RESTAURANT)	74 RANCH BEEF (STEAKS)	
CS	EDITORIAL	FREIXENET &LOS CABOS(MEX.)	
12/00/84			
2C	CORRIGAN'S (JEWELRY)	CORRIGAN'S (JEWELRY)	
3C	RJR (MORE)	RJR (MORE)	
BC	BIRRAPORETTI'S (IT. REST.)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL	KAY (JEWELERS)	

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MAGAZINE COVER REPORT

HOUSTON GARDEN

	1985	1984	1983
1/00/84			
2C	MASTER TILE (TILES)	MASTER FILE CO.	
3C	SWEENEY'S (WATCHES)	C. SELZER & SONS INC.	
BC	VEROSOL USA (SHADES)	PRINICIPIUM INC. (MESA)	
CS	NONE	NONE	
2/00/84			
2C	MASTER TILE (TILES)	MASTER TILES CO. (TILES)	
3C	SWEENEY'S (JEWELRY)	WESTILL (ROOF)	
BC	RJR (MORE)	ALLIED STORES (JOSKE'S)	
CS	NONE	NONE	
3/00/84			
2C	MASTER TILE (TILES)	MASTER TILE CO. (TILES)	
3C	FUTURE STONE (FLOORING)	WESTILL (ROOF)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIR. SLIMS)	
CS	NONE	NONE	
4/00/84			
2C	MASTER TILE (TILES)	MASTER TILE (TILE)	
3C	RJR (MORE)	LOCAL TILE CO.	
BC	BERING'S (HOUSE ACCESS)	OMEGA	
CS	NONE	NONE	
5/00/84			
2C	MASTER TILE (TILES)	MASTER TILE CO. (STORE)	
3C	FUTURA STONE (FLOORING)	INT. AMER. CERAMIC (TILE)	
BC	GUMP'S (SILVERPLATE)	CORRIGAN'S (JEWELRY)	
CS	NONE	NONE	
6/00/84			
2C	******	MASTER TILE CO. (STORE)	
3C	******	CORRIGAN'S (JEWELRY)	
BC	******	PHILIP MORRIS (B&H)	
CS	******	NONE	
7/00/84			
2C	******	MASTER TILE (TILES)	
3C	******	WHITE-WESTINGHOUSE (RANGE)	
BC	******	INTILE DESIGNS (TILES)	
CS	******	NONE	
8/00/84			
2C	******	MASTER TILE CO.	
3C	******	PHILIP MORRIS (B&H)	
BC	******	SWEENEY & CO. (JEWELERS)	
CS	******	NONE	
9/00/84			
2C	MASTER TILE (FLOORS)	MASTER TILE CO.	
3C	WOODLANDS (HOME DEVELOP.)	CORRIGAN'S (CESKA CRYSTAL)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
10/00/84			
2C	******	MASTER TILE (TILES)	
3C	******	PHILIP MORRIS (B&H)	
BC	******	SWEENEY'S (JEWELRY)	
CS	******	NONE	
11/00/84			
2C	******	MASTER TILE (TILE FLOORS)	
3C	******	PHILIP MORRIS (MARLBORO)	
BC	******	GUMP'S (SILVERWARE)	
CS	******	NONE	
12/00/84			
2C	MASTER TILE (FIBERMAR GL.)	MASTER TILE (TILE)	
3C	PHILIP MORRIS (B&H)	CORRIGAN'S (JEWELRY)	
BC	CORRIGAN'S (RADO WATCH)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	

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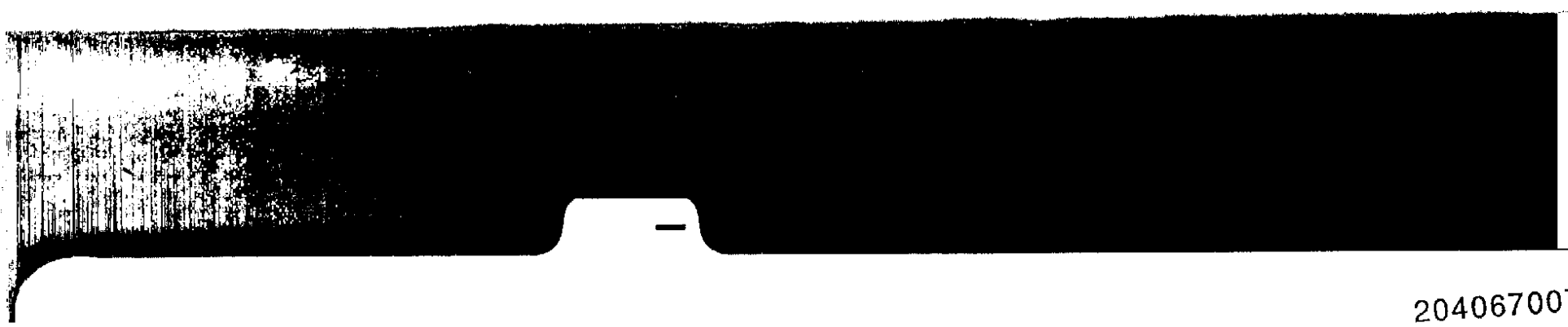

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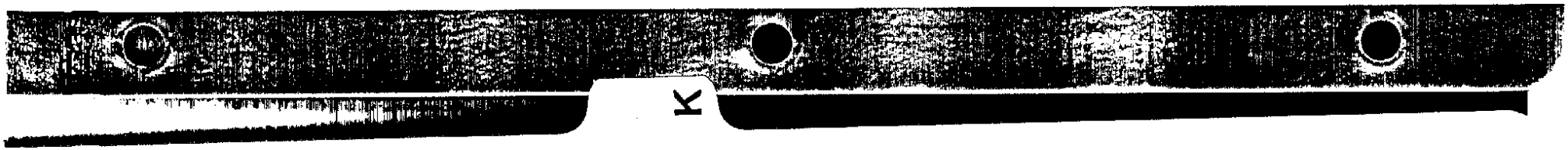

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MAGAZINE COVER REPORT

KENNEDY CENTER

	1985	1984	1983
1/00/84			
2C	COSMAIR (MAKE-UP)	PHILIP MORRIS(CORP.)(+PG1)	
3C	NISSAN (300ZX)	FORD (THUNDERBIRD FILA)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)	
2/00/84			
2C	UNITED AIRLINES (PACIFIC)	NISSAN (MAXIMA)	
3C	AMERICAN MOTORS (RENAULT)	REMY MARTIN	
BC	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)	
3/00/84			
2C	****	PHILIP MORRIS (MERIT)	
3C	****	FORD (THUNDERBIRD)	
BC	****	PHILIP MORRIS (B&H)	
CS	****	REVLON (LIPSTICK)	
4/00/84			
2C	****	PHILIP MORRIS (VIRGINIA S)	
3C	****	NISSAN (300ZX)	
BC	****	AMER. TOBACCO (CARLTON)	
CS	****	REVLON (PURE RADIANCE)	
5/00/84			
2C	RJR (MORE)	RJR (STERLING)	
3C	NISSAN (300ZX)	FORD (THUNDERBIRD)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	REVLON (JONTUE)	REVLON (COLOR)	
6/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
3C	E F HUTTON (INVESTMENT)	NISSAN (MAXIMA)	
BC	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	REVLON (MAKE-UP)	REVLON (COLOR)	
7/00/84			
2C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (B&H)	
3C	UNITED (AIRLINES)	NISSAN	
BC	AMERICAN TOB. (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	REVLON (MAKE-UP)	REVLON (COLOR)	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
3C	AMERICAN MOTORS (RENAULT)	FORD (THUNDERBIRD)	
BC	AMERICAN TOB (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	REVLON (MAKE-UP)	REVLON (COLOR)	
9/00/84			
2C	******	RJR (MORE)	
3C	******	AMERICAN MOTORS (RENAULT)	
BC	******	PHILIP MORRIS (MERIT)	
CS	******	ULTIMA II (DESIGNER COLOR)	
10/00/84			
2C	******	PHILIP MORRIS (VIRGINIA S)	
3C	******	AMERICAN MOTORS (RENAULT)	
BC	******	UNITED AIRLINES (HAWAII)	
CS	******	REVLON (ALL-AMER. COLORS)	
11/00/84			
2C	******	PHILIP MORRIS (B&H)	
3C	******	SOMERSET (SCOTCH)	
BC	******	AMERICAN TOBACCO (CARLTON)	
CS	******		
12/00/84			
2C	******	PHILIP MORRIS (V SLIMS)	
3C	******	AMERICAN TOB (CARLTON)	
BC	******	NISSAN (MAXIMA)	
CS	******	BLOOMINGDALE'S (STORE)	

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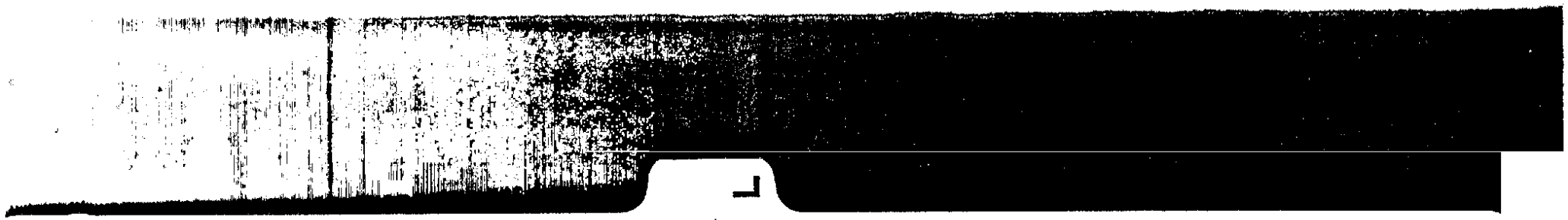

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MAGAZINE COVER REPORT

L. H. JOURNAL

		1985	1984	198
1/00/84				
	2C	CLAIROL (HAIR CARE) SP	CLAIROL (CLAIRESSE)	
	3C	B&W (BARCLAY)	B&W (BELAIR)	
	BC	P&G (CREST)	P&G (CASCADE)	
	CS	NONE	NONE	
2/00/84				
	2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
	3C	PERSONAL PROD. (CAREFREE)	PHILIP MORRIS (MARLBORO)	
	BC	PHILIP MORRIS (MERIT)	KLEENEX (HUGGIES)	
	CS	NONE	NONE	
3/00/84				
	2C	CLAIROL (HAIR SPRAY) SP	CLAIROL(LOVING CARE)(+PG1)	
	3C	RJR (NOW)	RJR (VANTAGE)	
	BC	P&G (CREST)	P&G (DUNCAN HINES)	
	CS	NONE	NONE	
4/00/84				
	2C	ARMSTRONG (CARPET) SP	CLAIROL (CONDITION) (+PG1)	
	3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
	BC	P&G (DUNCAN HINES)	P&G (DUNCAN HINES)	
	CS	NONE	NONE	
5/00/84				
	2C	CLAIROL (HAIR COLOR) SP	CLAIROL(LOVING CARE)(+PG1)	
	3C	B&W (BARCLAY)	B&W (KOOL)	
	BC	P&G (CASCADE)	P&G (CRISCO)	
	CS	NONE	NONE	
6/00/84				
	2C	CLAIROL (HAIR COLOR) SP	ARMSTRONG (SOLARIAN FLOOR)	
	3C	MAYBELLINE (MAKE-UP)	MAYBELLINE (LIPSTICK)	
	BC	PERSONAL PROD (CAREFREE)	KODAK (DISC CAMERA)	
	CS	NONE	NONE	
7/00/84				
	2C	CLAIROL (HAIR COLOR) SP	CLAIROL (HAIRSETTERS)	
	3C	HVR CO. (SALAD DRESSING)	CLOROX (CAT LITTER)	
	BC	RJR (NOW)	RJR (STERLING)	
	CS	NONE	NONE	
8/00/84				
	2C	DRACKETT (ENDUST)	BRISTOL-MYERS(NUP.) (+PG1)	
	3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS(MERIT)(3CSP)	
	BC	P&G (TIDE)	CASCADE (DISH DETERGENT)	
	CS	NONE	NONE	
9/00/84				
	2C	REVLON (LIPSTICK & NP) SP	REVLON (LIPSTICK) (+PG1)	
	3C	TAMBRANDS (MAX. THINS)	RJR (MORE)	
	BC	DUNCAN HINES (CC COOKIES)	CRISCO (OIL)	
	CS	NONE	NONE	
10/00/84				
	2C	CLAIROL (HAIR COLOR) SP	ARMSTRONG (FLOORS) (+PG1)	
	3C	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
	BC	P&G (CREST)	P&G (DUNCAN HINES)	
	CS	NONE	NONE	
11/00/84				
	2C	ARMSTRONG (FLOORS) SP	BRISTOL-MYERS(NUP.)(+PG1)	
	3C	S.S. PIERCE (APPLE JUICE)	P&G (CASCADE DETERGENT)	
	BC	NO NONSENSE (PANTY HOSE)	NESTLE (TASTER'S CHOICE)	
	CS	NONE	NONE	
12/00/84				
	2C	CLAIROL (HAIR COLOR) SP	REVLON(LIP & NAIL) (+PG1)	
	3C	KODAK (TELE DISC CAMERA)	MAYBELLINE (NAIL POLISH)	
	BC	B&W (BARCLAY)	B&W (BARCLAY)	
	CS	NONE	NONE	

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MAGAZINE COVER REPORT

LADY'S CIRCLE

	1985	1984	198
1/00/84			
2C	DELETED FROM SCHEDULE	EDITORIAL	
3C	******	LADY'S CIRCLE (YARN CRAFT)	
BC	******	LADY'S CIRCLE (NEEDLE PT.)	
CS	******	EDITORIAL	
2/00/84			
2C		EDITORIAL	
3C		EDITORIAL	
BC		LADY'S CIRCLE (NEEDLE PT.)	
CS		EDITORIAL	
3/00/84			
2C		IN HOUSE ADVERTISING	
3C		IN HOUSE ADVERTISING	
BC		IN HOUSE ADVERTISING	
CS		EDITORIAL	
4/00/84			
2C		LADY'S CIRCLE (EGG DEC.)	
3C		LADY'S CIRCLE (YARN KIT)	
BC		LADY'S CIRCLE (NEEDLE PT.)	
CS		EDITORIAL	
5/00/84			
2C		LADY'S CIRCLE (CRAFTS)	
3C		LADY'S CIRCLE (YARN KIT)	
BC		LADY'S CIRCLE (NEEDLE PT.)	
CS		EDITORIAL	
6/00/84			
2C		ROBANN CLINIC (DIET)	
3C		LADY'S CIRCLE (SUB.)	
BC		LADY'S CIRCLE (YARN KIT)	
CS		EDITORIAL	
7/00/84			
2C		LADY'S CIRCLE (SUBSCRIPT.)	
3C		LADY'S CIRCLE (YARN KIT)	
BC		ROBERTSON-TAYLOR (DIET)	
CS		EDITORIAL	
8/00/84			
2C		EDITORIAL	
3C		LADY'S CIRCLE (YARN CRAFT)	
BC		LADY'S CIRCLE (NEEDLE PT.)	
CS		EDITORIAL	
9/00/84			
2C		EDITORIAL	
3C		HAIRLESS (HAIR REMOVER)	
BC		LADY'S CIRCLE (YARN KIT)	
CS		EDITORIAL	
10/00/84			
2C		EDITORIAL	
3C		FEATURES IN BOOK (PICTURE)	
BC		BRADFORD EXCHANGE (PLATE)	
CS		EDITORIAL	
11/00/84			
2C		EDITORIAL	
3C		EDITORIAL	
BC		LADY'S CIRCLE (NEEDLE PT.)	
CS		EDITORIAL	
12/00/84			
2C		CHRISTMAS KITTY CANISTER	
3C		LADY'S CIRCLE (SWEATER)	
BC		ANNIE'S PATTERN&SUB.FORM	
CS		EDITORIAL	

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LADYCOM

	1985	1984	1983
1/00/84			
2C	AT&T (LONG DISTANCE)	RJR (SALEM) (+PG1)	
3C	ANHEUSER BUSCH (BUDWEISER)	NOT AVAILABLE	
BC	HERSHEY FOODS (CHOCOLATE)	RJR (CENTURY)	
CS	****	EDITORIAL	
2/00/84			
2C	AT&T (LONG DISTANCE)	B&W (KOOL)	
3C	ANHEUSER BUSCH (KEY RING)	LEGG'S (PANTYHOSE)	
BC	PHILIP MORRIS (MARLBORO)	RJR (SALEM)	
CS	EDITORIAL		
3/00/84			
2C	AT&T (LONG DISTANCE)	B&W (BELAIR)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
BC	ANHEUSER BUSCH (KEY RING)	ANHEUSER-BUSCH (BUDWEISER)	
CS	COCA-COLA (SWEEPSTAKES)	EDITORIAL	
4/00/84			
2C	PHILIP MORRIS (V SLIMS)	B&W (BELAIR)	
3C	KELLOGG'S (STATUE RESTOR)	PHILIP MORRIS (MARLBORO)	
BC	ANHEUSER BUSCH (BUDWEISER)	ANHEUSER-BUSCH (MICHELOB)	
CS	CARNATION (RED HOT REWARD)	EDITORIAL	
5/00/84			
2C	LIGGETT (STRIDE)	AMER. BRANDS (SUNSHINE)	
3C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (PLAYERS)	
BC	ANHEUSER BUSCH (LA BEER)	ANHEUSER-BUSCH (MICHELOB)	
CS	EDITORIAL		
6/00/84			
2C	GENERAL FOODS (JELL-O)	RJR (SALEM)	
3C	ANHEUSER BUSCH (MICHELOB)	ANHEUSER-BUSCH (MICHELOB)	
BC	PHILIP MORRIS (MARLBORO)	B&W (RALEIGH/BELAIR)	
CS	CARNATION (SWEEPSTAKES)	CARNATION (PET FOODS)	
7/00/84			
2C	COMMISSARY (CASH) SP	B&W (RALEIGH/BELAIR)	
3C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (VIRGINIA S)	
BC	ANHEUSER-BUSCH (BUDWEISER)	ANHEUSER-BUSCH (BUD LIGHT)	
CS	PHILIP MORRIS (B&H)	P&G COUPONS	
8/00/84			
2C	******	COMBINED WITH 7/84 ISSUE	
3C	******	COMBINED WITH 7/84 ISSUE	
BC	******	COMBINED WITH 7/84 ISSUE	
CS	******		
9/00/84			
2C	PHILIP MORRIS (B&H)	B&W (RALEIGH/BELAIR)	
3C	GENERAL FOOD (COFFEE)	PHILIP MORRIS (MARLBORO)	
BC	ANHEUSER BUSCH (BUD LIGHT)	ANEUSHER BUSCH (BUDWEISER)	
CS	CARNATION'S (SWEEPSTAKES)	BOQUET OF SAVINGS	
10/00/84			
2C	BEATRICE (TREASURE HUNT)	COMMISSARY QUIZ (COUPONS)	
3C	PHILIP MORRIS (V SLIMS)	B&W (RALEIGH/BELAIR)	
BC	ANHEUSER BUSCH (MICHELOB)	ANHEUSER-BUSCH (KEY RING)	
CS	CARNATION (PET FOODS)	CARNATION (PET SUPPLIES)	
11/00/84			
2C	PHILIP MORRIS (V. SLIMS)SP	PHILIP MORRIS (B&H)	
3C	RALSTON (CHEX PARTY MIX)	B&W (RALEIGH/BELAIR)	
BC	ANHEUSER BUSCH (BUD LIGHT)	ANHEUSER-BUSCH (MICHELOB)	
CS	GEN. MILLS (BAKE A GIFT)	GENERAL MILLS (GIFT BOXES)	
12/00/84			
2C	*COMBINED WITH 11/85 ISSUE*	COMBINED WITH 11/84 ISSUE	
3C	"	COMBINED WITH 11/84 ISSUE	
BC	"	COMBINED WITH 11/84 ISSUE	
CS			

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MAGAZINE COVER REPORT

LIFE

	1985	1984	198
1/00/84			
2C	CHRYSLER (LEBARON) GT	VOLVO (VOLVO) (GT+PG1)	
3C	CHRYSLER (VOYAGER) SP	CADILLAC (CIMARRON)	
BC	RJR (SALEM)	RJR (SALEM)	
CS	CHRYSLER (LASER)	DANBURY MINT	
2/00/84			
2C	RJR (WINSTON)	DODGE (CARAVAN) (GT)	
3C	BACARDI (RUM)	RJR (VANTAGE)	
BC	LORILLARD (KENT)	CANON (CAMERAS)	
CS	FORD (TEMPO)	RJR (BRIGHT)	
3/00/84			
2C	MILLER (BEER) GT	WHITE IND. (FRIGIDAIRE)	
3C	JC PENNEY (CLOTHES)	WHIRLPOOL (APPLIANCE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	SUNKIST GROWERS (ORANGES)	GOODYEAR (EAGLE TIRES)	
4/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	OLYMPIC (PAINT)	
3C	HEUBLEIN (SMIRNOFF VODKA)	TOYOTA (CAMRY)	
BC	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	MILLER (BEER)	IBM (PC JR.)	
5/00/84			
2C	FORD (ESCORT) GT	PRINCE (TENNIS RACQUET)	
3C	CANON USA (T80)	AMER. TOBACCO (PALL MALL)	
BC	RJR (WINSTON)	CANNON (CAMERAS)	
CS	STOUFFER'S (PEPPER STEAK)	RJR (STERLING)	
6/00/84			
2C	SCHENLEY (DEWAR'S)	AMER. TOBACCO (PALL MALL)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
BC	GEN WINE&SPIRIT (CHIVAS)	GEN. WN&SPT (CHIVAS REGAL)	
CS	HONDA (POWER EQUIP)	AT&T	
7/00/84			
2C	RJR (STERLING) SP	NESTLE (CANDY BARS)	
3C	NISSAN (STANZA)	NISSAN (200SX CAR)	
BC	VAN MUNCHING (HEINEKEN)	AMERICAN TOBACCO (CARLTON)	
CS	PHILIP MORRIS (B&H)	COCA COLA (TAB)	
8/00/84			
2C	W+A GILBEY (GIN)	BRISTOL-MYERS(NUPR.)(+PG1)	
3C	AT+T (COMMUNICANTIONS)	RJR (VANTAGE)	
BC	P&G (HEAD & SHOULDERS)	VAN MUNCHING (HEINEKEN)	
CS	LORILLARD (KENT)	SAUDI ARABIA	
9/00/84			
2C	FORD (AEROSTAR) GT	PHILIP MORRIS (MERIT)	
3C	GENERAL FOODS (MH COFFEE)	FRIGIDAIRE (WASHER/DRYER)	
BC	RJR (CAMEL)	KODAK (PROJECTOR)	
CS	SCHENLEY (DEWAR'S)	CANON (TYPESTAR)	
10/00/84			
2C	CHRYSLER (DODGE CARS) SP	WESTERN UNION (WIRE MONEY)	
3C	CHRYSLER (RAM TRUCK) SP	OLDSMOBILE (CALAIS)	
BC	CHRYSLER (DODGE ARIES K)	RJR (SALEM)	
CS	CHRYSLER (DAYTONA TURBO)	EDITORIAL	
11/00/84			
2C	TOYOTA (CELICA) GATE	FISHER (STEREO, TV) (GT)	
3C	BACARDI (RUM) SP	RENFIELD (M&R) (3CSP)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	PANASONIC (OMNI CAMERA VR)	PANASONIC (VIDEO SYSTEM)	
12/00/84			
2C	PANASONIC (VHS) GATE	PANASONIC (VIDEO) (GT+PG1)	
3C	NIKON (BINOCULARS)	AMERICAN TOBACCO (CARLTON)	
BC	PHILIP MORRIS (MARLBORO)	PANASONIC (VIDEO TAPE)	
CS	FORD (BRONCO II)	HONDA (CIVIC CRX HF)	

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MAGAZINE COVER REPORT

LINCOLN CENTER

	1985	1984	1983
1/00/84			
2C	LORILLARD (KENT)	RJR (MORE)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWARS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)	
2/00/84			
2C	UNITED AIRLINES (PACIFIC)	PADDINGTON (BAILEYS)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	SCHENLEY (DEWAR'S)	SCHLENLEY (DEWAR'S)	
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)	
3/00/84			
2C	******	RJR (VANTAGE)	
3C	******	PHILIP MORRIS (MARLBORO)	
BC	******	SCHENLEY (DEWAR'S)	
CS	******	REVLON (LIPSTICK)	
4/00/84			
2C	******	RJR (STERLING)	
3C	******	NISSAN (300ZX)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	REVLON (PURE RADIANCE)	
5/00/84			
2C	RJR (MORE)	RJR (STERLING)	
3C	UNITED AIRLINES (CHICAGO)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	REVLON (JONTUE)	REVLON (COLOR)	
6/00/84			
2C	LORILLARD (NEWPORT)	RJR (STERLING)	
3C	HIRAM WALKER (CAN. CLUB)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	REVLON (MAKE-UP)	REVLON (COLOR)	
7/00/84			
2C	UNITED (AIRLINES)	RJR (STERLING)	
3C	AMERICAN MOTORS (RENAULT)	NISSAN	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
CS	REVLON (MAKE-UP)	REVLON (COLOR)	
8/00/84			
2C	UNITED AIRLINES (HA. ISL.)	RJR (STERLING)	
3C	AMERICAN MOTORS (RENAULT)	NISSAN (MAXIMA)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	REVLON (EYE SHADOWS)	REVLON (COLOR)	
9/00/84			
2C	******	RJR (MORE)	
3C	******	RENAULT (ENCORE)	
BC	******	PHILIP MORRIS (B&H)	
CS	******	ULTIMA II (DESIGNER COLOR)	
10/00/84			
2C	******	RJR (VANTAGE)	
3C	******	PHILIP MORRIS (MARLBORO)	
BC	******	UNITED AIRLINE(NY TO CHIC	
CS	******	REVLON (ALL-AMER. COLORS)	
11/00/84			
2C	******	ESTEE LAUDER (JHL COLOGNE)	
3C	******	PHILIP MORRIS (B&H)	
BC	******	SCHENLEY (DEWAR'S)	
CS	******		
12/00/84			
2C	******	RJR (VANTAGE)	
3C	******	NISSAN (MAXIMA)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	BLOOMINGDALE'S (STORE)	

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MAGAZINE COVER REPORT

LOS ANGELES MAG.

	1985	1984	1983
1/00/84			
2C	MGA (GUESS JEANS)	DODGE (CARAVAN) (GT)	
3C	REMY MARTIN (COGNAC)	AT&T	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
2/00/84			
2C	PADDINGTON (BAILEY'S)	PADDINGTON CORP. (BAILEYS)	
3C	GM (OLDS CALAIS)	FORD (THUNDERBIRD)	
BC	NAT'L FED GROWERS (COFFEE)	KOBRAND CORP. (VODKA)	
CS	NONE	NONE	
3/00/84			
2C	BEL AIR (CLOTHES)	GRANT & SONS (FRANGELICO)	
3C	DATSUN (NISSAN 300ZX)	NISSAN (PULSAR NX)	
BC	PHILIP MORRIS (V SLIMS)	CONCORD (SPORTSWATCH)	
CS	NONE	NONE	
4/00/84			
2C	SAKS FIFTH AVE (AMADEUS)	CORUM (WATCH)	
3C	NISSAN (SENTRA)	NISSAN (MAXIMA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
5/00/84			
2C	VOLVO (740 TURBO)	PALISADES HILLS (GT+PG1)	
3C	NISSAN (300ZX)	NISSAN (PULSAR NX)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
6/00/84			
2C	WESTSIDE PAV. (SHOP CTR)	CORUM (WATCH)	
3C	NISSAN (300ZX)	NISSAN (MAXIMA)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
7/00/84			
2C	ABC (LA REALTY SERVICES)	CONCORD (WATCH)	
3C	NISSAN (STANZA)	NISSAN (MAXIMA)	
BC	PHILIP MORRIS (MARLBORO)	WATERFORD (OLYMPIC MEDAL)	
CS	NONE	NONE	
8/00/84			
2C	SLAVICK'S (GUCCI WATCHES)	CHEVROLET (CELEBRITY)	
3C	PARK WELLINGTON (CONDOS)	CENTURY PLAZA	
BC	NISSAN (1984 STANZA WAGON)	CONCORD COLL. (WATCHES)	
CS	NONE	NONE	
9/00/84			
2C	GUMP'S (LIMOGES CHINA)		
3C	NISSAN (300 ZX CAR)		
BC	COLUMBIA COF GROWERS (COF)		
CS	NONE		
10/00/84			
2C	ESTEE LAUDER (PERFUME) SP	AMIR(DESINGER MEN CLOTHES)	
3C	GM (REGENCY NINETY EIGHT)	OLDSMOBILE (CALAIS)	
BC	PHILIP MORRIS (B&H)	BURROUGH (BEEFEATER GIN)	
CS	NONE	NONE	
11/00/84			
2C	JEAN LASSALE (WATCH)	ESTEE LAUDER (+PG1)	
3C	GM (TORONADO)	MONT LA SALLE VINEYARDS	
BC	NAT'L FED GROWERS (COFFEE)	VAN CLEEF&ARPELS (JEWELER)	
CS	NONE	NONE	
12/00/84			
2C	JEAN LASSALE (WATCH)	ESTEE LAUDER (+PG1)	
3C	NISSAN (300 ZX PACE CAR)	PADDINGTON (BAILEY'S)	
BC	GUMP'S (WATERFORD DECAN.)	KOBRAND (BEEFEATER'S GIN)	
CS	NONE	NONE	

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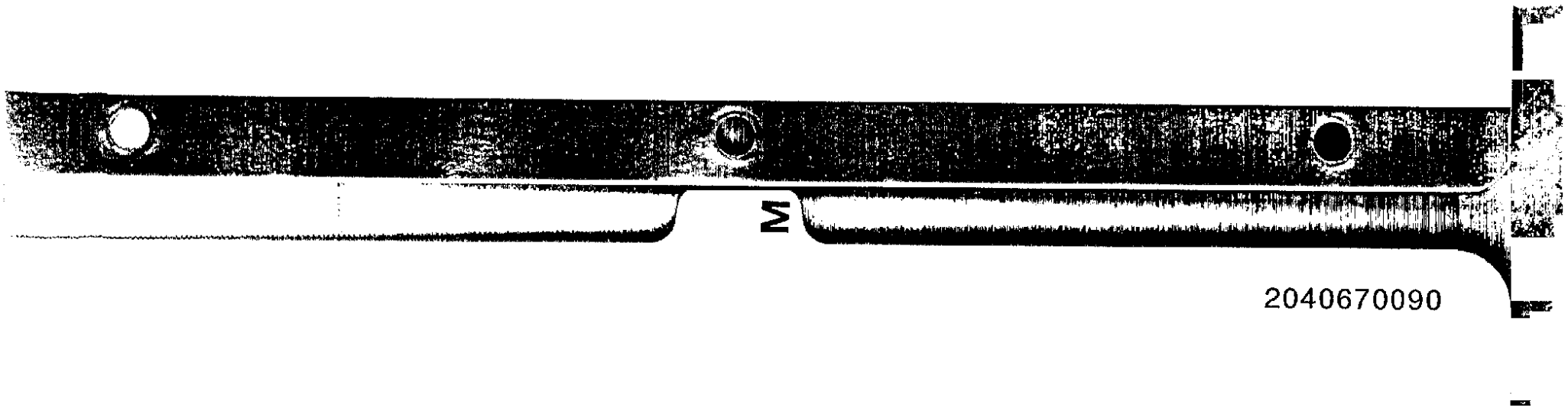

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MAGAZINE COVER REPORT

MADEMOISELLE

	1985	1984	198
1/00/84			
2C	NOXELL (NAIL POLISH) SP	NOXELL (NOXZEMA) (+PG1)	
3C	ADVANCED CARE (PREG. TEST)	PERSONAL PROD. (CAREFREE)	
BC	MONET (JEWELRY)	MYERS (RUM CREAM)	
CS	RJR (MORE)	RJR (BRIGHT)	
2/00/84			
2C	REVLON (MAKE-UP) SP	REVLON (FLEX)	
3C	EL GRECO CORP (CRAYONS)	EL GRECO (CANDIES)	
BC	NOXELL (MAKE-UP)	NOXELL (COVER GIRL MAKEUP)	
CS	ORGANICALLY GROWN(CLOTHES)	ORGANIC (SPORTSWEAR)	
3/00/84			
2C	LANCOME (MAKE-UP) SP	MAX FACTOR (MAKE-UP)	
3C	MAYBELLINE (MAKE-UP)	MAYBELLINE (MAKE-UP)	
BC	P&G (IVORY SHAMPOO & COND)	PROCTOR & GAMBLE (LILT)	
CS	NEUTROGENA (BATH GEL &OIL)	VIDAL SASSOON	
4/00/84			
2C	REVLON (MAKE-UP) SP	REVLON (SHAMPOO) (+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	MAXIM'S (PERFUME)	NINA RICCI (L'AIR DU TEMP)	
CS	ORGANICALLY GROWN(CLOTHES)	PHILIP MORRIS (MERIT)	
5/00/84			
2C	REVLON (MAKE-UP) SP	REVLON (+PG1)	
3C	PLOUGH (COPPERTONE)	PLOUGH (TROPICAL BLEND)	
BC	MAYBELLINE (MAKE-UP)	MAYBELLINE (DAYDREAMS)	
CS	CLAIROL (HAIR CARE)		
6/00/84			
2C	COSMAIR (MAKE-UP) SP	LOREAL (MOUSSE) (+PG1)	
3C	MAYBELLINE (MAKE-UP)	MAYBELLINE (MASCARA)	
BC	SHULTON (LADY'S CHOICE)	NINA RICCI (L'AIR DU TEMP)	
CS	PHILIP MORRIS (V SLIMS)	PLYMOUTH (TURISMO DUSTER)	
7/00/84			
2C	MATCHABELLI (VERVE) SP	LOREAL (NAIL ENAMEL)(+PG1)	
3C	RJR (SALEM)	LENOX (CHINA & CRYSTAL)	
BC	MAYBELLINE (MAKE-UP)	MAYBELLINE (MAKE-UP)	
CS	RJR (STERLING)	LEVI'S	
8/00/84			
2C	REVLON (CUSTOM EYES)	REVLON (CUSTOM EYES)(+PG1)	
3C	THE CHEROKEE GOUP(APPAREL)	CHEROKEE (CLOTHING)	
BC	P&G (PRELL)	P&G (DEODORANT)	
CS	ORGANICALLY GROWN(CLOTHES)	ORGANICALLY GROWN(CLOTHES)	
9/00/84			
2C	CLAIROL (STYLING MOUSSE)	BRISTOL-MYERS(NUP.) (+PG1)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
BC	GILETTE (SILKIENCE SHAMP.)	GILLETTE (BODY FLOWERS)	
CS	REVLON (MOUSSE SHAM. COND)	P&G (IVORY SHAMPOO)	
10/00/84			
2C	GT NOXELL (MAKEUP)	MAX FACTOR (MAXI COLORS)	
3C	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)	
BC	NOXELL (NOXZEMA)	NOXELL (COVER GIRL)	
CS	NEUTROGENA (BATH GEL/OIL)	VIDAL SASSOON (HAIR CARE)	
11/00/84			
2C	REVLON (CHARLIE NAT.) SP	REVLON (EYE SHADOW) (+PG1)	
3C	MAYBELLINE (MASCARA)	MAYBELLINE (EYELINER)	
BC	COTY (LUMINESENT LIPSTICK)	COTY (NUANCE PERFUME)	
CS	VIDAL SASSOON (MOUSSE)	NEUTROGENA CORP (SOAP)	
12/00/84			
2C	FORENZA (SWEATERS) SP	BRISTOL-MYERS(NUP.)(+PG1)	
3C	BUXTON(SOLAR CAL 8 CLUTCH)	BUXTON (CLUTCH)	
BC	CLAIROL (FINAL NET)	LENOX (CHINA)	
CS	GAP (SWEATERS/GLOVES/VEST)	PHILIP MORRIS (MARLBORO)	

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MCCALL'S

	1985	1984	1983
1/00/84			
2C	NOXELL (NAIL POLISH) SP	NOXELL (MAKE-UP) (+PG1)	
3C	NATIONAL DAIRY BD (MILK)	LORILLARD (SATIN)	
BC	P&G (CRISCO)	P&G (PERT)	
CS	NONE	NONE	
2/00/84			
2C	BRISTOL MYERS (BUFFERIN)	BRISTOL-MYERS (BUFFERIN)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	NOXELL (MAKE-UP)	NOXELL (COVERGIRL)	
CS	NONE	NONE	
3/00/84			
2C	CLAIROL (HAIR SPRAY) SP	CLAIROL(LOVING CARE)(+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	P&G (CREST)	P&G (DAWN DETERGENT)	
CS	NONE	NONE	
4/00/84			
2C	ARMSTRONG (CARPET) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	RJR (MORE)	RJR (MORE)	
BC	NORWICH EATON (ENCAPRIN)	P&G (DAWN DISH DETERGENT)	
CS	NONE	NONE	
5/00/84			
2C	DEL MONTE (VEGETABLES) SP	CLAIROL(LOVING CARE)(+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
BC	P&G (ERA PLUS)	P&G (SECRET)	
CS	NONE	NONE	
6/00/84			
2C	NOXELL (MAKE-UP) SP	NOXELL (COVER GL OPULENCE)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	P&G (DUNCAN HINES)	P&G (PERT SHAMPOO)	
CS	NONE	NONE	
7/00/84			
2C	CLAIROL (HAIR COLOR) SP	CLAIROL (HAIR COLOR)(+PG1)	
3C	AMERICAN TOB. (CARLTON)	AMERICAN TOBACCO (CARLTON)	
BC	AAPRI (FACIAL SCRUB)	KODAK (TRIMPRINT CAMERA)	
CS	NONE	NONE	
8/00/84			
2C	CLAIROL (MISS CLAIROL) SP	BRISTOL-MYERS(NUP.) (+PG1)	
3C	P&G (CRISCO)	P&G (SECRET DEODORANT)	
BC	P&G (TIDE)	P&G (DAWN DISH DETERGENT)	
CS	NONE	NONE	
9/00/84			
2C	ARMSTRONG (SOLARIAN FL) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	RJR (NOW)	RJR (SALEM)	
BC	NOXELL (NOXZEMA)	NOXELL (COVERGIRL MAKE-UP)	
CS	NONE	NONE	
10/00/84			
2C	COSMAIR (PREMIER PERM) SP	JC PENNEY (HALSTON) (+PG1)	
3C	RJR (NOW)	RJR (VANTAGE)	
BC	P&G (CHEER)	P&G (JIF PEANUT BUTTER)	
CS	NONE	NONE	
11/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	PHILIP MORRIS (B&H)	KODAK (DISC CAMERA)	
BC	PROCTOR & GAMBLE (TIDE)	P&G (IVORY LIQUID)	
CS	NONE	NONE	
12/00/84			
2C	CLAIROL (HAIRCOLOR) SP	BRISTOL-MYERS (NUPRIN)	
3C	RJR (MORE)	RJR (SALEM)	
BC	P&G (DAWN DISHWASHING LIQ)	P&G (SECRET DEODORANT)	
CS	NONE	NONE	

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METRO. HOME

	1985	1984	1983
1/00/84			
2C	CONGOLEUM (FLOORS) SP	SEAGRAM (SEAGRAM'S VO)	
3C	LANE CO (TABLES)	RCA (COLORTRAK 2000 TV)	
BC	RJR (NOW)	RJR (VANTAGE)	
CS	NONE	NONE	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	RCA (COLORTRAK TV) (+PG1)	
3C	KENTILE (VINYL FLOORS)	HIRAM WALKER INC. (BRANDY)	
BC	RJR (MORE)	RJR (VANTAGE)	
CS	NONE	NONE	
3/00/84			
2C	CONGOLEUM (FLOORS) SP	CONGOLEUM (FLOOR)	
3C	GM (CIMARRON)	NISSAN (SENTRA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
4/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	THOMASVILLE (FURN.) (+PG1)	
3C	MAIDSTONE WINES (KAHLUA)	MAIDSTONE WN&SPT (KAHLUA)	
BC	REED&BARTON (STERLING)	DANSK (CHINA)	
CS	NONE	NONE	
5/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (SOLARIAN FLOOR)	
3C	KENTILE (TILES)	NISSAN (STANZA)	
BC	WATERFORD (CRYSTAL)	RJR (STERLING)	
CS	NONE	NONE	
6/00/84			
2C	HENREDON (UPHOLSTERY)	CONGOLEUM (FLOORS) (+PG1)	
3C	MAIDSTONE WINE (KAHLUA)	MAIDSTONE WN&SPT (KAHLUA)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	NONE	NONE	
7/00/84			
2C	RJR (STERLING) SP	MAYBELLINE (BEAUTY STYLER)	
3C	WHIRLPOOL (APPLIANCES)	LENOX (CHINA)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
8/00/84			
2C	HENREDON (FURNITURE)	HENREDON (FURNITURE)	
3C	PHILIP MORRIS (VIRGINIA S)	NISSAN (SENTRA)	
BC	AIWA (AUDIO COMPONENTS)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
9/00/84			
2C	ARMSTRONG (VINYL FL.) GATE	HENREDON (FURNITURE)	
3C	RJR (NOW)	RJR (VANTAGE)	
BC	DREXEL (FURNITURE)	DREXEL (UPHOLSTERY)	
CS	NONE	NONE	
10/00/84			
2C	HENREDON (FURNITURE)	ARMSTRONG (FLOORS)	
3C	RJR (VANTAGE)	RJR (VANTAGE)	
BC	COFFEE GROWERS (COFFEE)	BOLS DIST. (BOLS LIQUERS)	
CS	NONE	NONE	
11/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS(MERIT)(+PG1)	
3C	RJR (MORE)	RJR (NOW)	
BC	JULIUS WILE (B&B LIQUEUR)	WILE & SONS (B&B LIQUER)	
CS	NONE	NONE	
12/00/84			
2C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (MERIT)	
3C	AIWA (AUDIO)	BMN (CORPORATE)	
BC	COFFEE GROWERS (COFFEE)	HIRAM WALKER(HAAGEN DAZS)	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

MODERN BRIDE

	1985	1984	198
2/00/84			
2C	LENOX (CHINA & CRYSTAL) SP	LENOX (GT+PG1)	
3C	TOWLE (SILVERWARE)	TOWLE (GALAWAY CRYSTAL)	
BC	ROYAL DOULTON (CHINA)	ROYAL DOULTON (CHINA)	
CS	NONE	NONE	
4/00/84			
2C	WATERFORD (CRYSTAL) SP	WATERFORD(CRYSTAL)(GT+PG1)	
3C	LENOX (CHINA & CRYSTAL) SP	LENOX(CRYSTAL&CHINA)(3CSP)	
BC	REED & BARTON (SILVERWARE)	REED&BARTON (SILVERPLATE)	
CS	NONE	NONE	
6/00/84			
2C	WATERFORD (CRYSTAL) SP	WATERFORD (GT+PG1)	
3C	LENOX (CHINA & CRYSTAL)	LENOX(CHINA&CRYSTAL)(3CSP)	
BC	TOWLE (CRYSTAL)	TOWLE (GALWAY CRYSTAL)	
CS	NONE	NONE	
8/00/84			
2C	LENOX (CHINA&CRYSTAL)SPGT	LENOX (GT+PG1)	
3C	TOWLE (FLATWEAR)	TOWLE (CRYSTAL)	
BC	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
10/00/84			
2C	GATE WATERFORD (CRYSTAL)	WATERFORD(CRYSTAL)(GT+PG1)	
3C	LENOX (CHINA & CRYSTAL) SP	LENOX(CHINA&CRYSTAL)(3CSP)	
BC	HUTSCHENREUTHER (CHINA)	HUTCHENREUTHER (PORCELAIN)	
CS	NONE	NONE	
12/00/84			
2C	WATERFORD (CRYSTAL) GATE	WATERFORD(CRYSTAL)(GT+PG1)	
3C	LENOX (CHINA & CRYSTAL) SP	LENOX(CRYSTAL&CHINA)(3CSP)	
BC	TOWLE (SILVERWARE)	TOWLE (GALWAY CRYSTAL)	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

MONEY

	1985	1984	198
1/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MERIT)	
3C	FORD (TEMPO)	FORD	
BC	JVC (VIDEO EQUIPMENT)	LORILLARD (KENT)	
CS	FIDELITY (BROKER)	NISSAN (300 ZX)	
2/00/84			
2C	FORD (MUSTANG) SP	DODGE (CARAVAN)	
3C	NISSAN (300ZX)	JAGUAR (XJ6)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	MAZDA (626)	PEUGEOT (WAGON)	
3/00/84			
2C	XEROX (TEAM XEROX)	TAYLOR & CO. (COGNAC)	
3C	AMERICAN EXPRESS (CARD)	HEUBLEIN (VODKA)	
BC	RJR (NOW)	RJR (CAMEL)	
CS	AMERICAN EXPRESS (IDS)	ALLSTATE	
4/00/84			
2C	HART SERV. (RIGHT SUIT) SP	DODGE (DAYTONA) (GT)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	GM (FLEETWOOD)	AT&T	
CS	FORD (THUNDERBIRD)	CARRIER (HEATING&COOLING)	
5/00/84			
2C	ANHEUSER BUSCH (BEER) SP	LORILLARD (KENT)	
3C	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
BC	VAN MUNCHING (HEINEKEN)	VAN MUNCHING (HEINEKEN)	
CS	FORD (MUSTANG)	HONDA (PRELUDE)	
6/00/84			
2C	MASTER CARD (TRAVL CKS) SP	APPLE (COMPUTER) (+PG1)	
3C	JEEP (WAGONEER)	CHEVROLET (CELEBRITY)	
BC	GEN WINE&SPIRIT (CHIVAS)	MYERS (MYER'S RUM)	
CS	AMERICAN EXPRESS (CARD)	TEXAS INSTRUMENT	
7/00/84			
2C	PRUDENTIAL (INSURANCE) SP	LORILLARD (TRUE) (+PG1)	
3C	CHRYSLER (TURBO)	HIRAM WALKER (CAN. CLUB)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	CITICORP (DINERS CLUB)	FORD (LTD/LX)	
8/00/84			
2C	RJR (STERLING) SP	RJR (CAMEL)	
3C	GOODYEAR (TIRES)	JVC (VIDEO CASSETTE)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	CITICORP (DINERS CLUB)	AMER. TOBACCO (LUCKY)	
9/00/84			
2C	AMERICAN EX (GOLD CARD) SP	WHIRLPOOL (APPLIANCES)	
3C	CHUBB (INSURANCE)	AMERICAN TOBACCO (LUCKY)	
BC	AT&T (COMMUNICATIONS)	SCHENLEY (DEWAR'S)	
CS	AMERICAN EX. (IDS)	BANKERS LIFE (INSURANCE)	
10/00/84			
2C	PHILIP MORRIS (MERIT)	JAMES BEAM (BOURBON)	
3C	SOMERSET (JOHNNIE WALKER)	SOMERSET (JOHNNIE WALKER)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	RCA (COMPONENT SYSTEMS)	RENAULT (ALLIANCE)	
11/00/84			
2C	GM (OLDSMOBILE TORONADO)	PANASONIC (VIDEO) (GT+PG1)	
3C	ALFA REMEO (SPORTS CAR)	PHILIP MORRIS (MERIT)	
BC	KOBRAND CORP (BEEFEATER)	JAMES BURROUGH (GIN)	
CS	AMERICAN HONDA (ACCORD)	RCA (COLORTRAK TV) (GT)	
12/00/84			
2C	TOYOTA (TERCEL)	VOLKSWAGEN (JETTA)(GT+PG1)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	PANASONIC (TV)	PANASONIC (TV,STEREO)	
CS	MAZDA (RX 7)	APPLE COMPUTER	

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MAGAZINE COVER REPORT

MOTOR TREND

	1985	1984	1983
1/00/84			
2C	TOYOTA (MR2)	NISSAN (300ZX) (+PG1)	
3C	NISSAN (300ZX)	PHILIP MORRIS (MERIT)	
BC	PHILIP MORRIS (PLAYERS)	TOYOTA (CELICA)	
CS	CHRYSLER (LANCER)	BUICK	
2/00/84			
2C	CHRYSLER (LEBARON) GT	TOYOTA (TECH) (+PG1)	
3C	TOYOTA (4X4)	CADILLAC (CIMARRON)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	GM (CHEVY ENGINES) GT	PONTIAC (FIREBIRD)	
3/00/84			
2C	VOLKSWAGEN (GTI) GATE	PHILIP MORRIS (MERIT)	
3C	TOYOTA (SUPRA)	TOYOTA (XTRACABS)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	MAZDA (TRUCKS)	GOODRICH (TIRES)	
4/00/84			
2C	TOYOTA (MR2) GATE	DODGE (DAYTONA) (GT)	
3C	TOYOTA (TOYOTA) SP	TOYOTA (SUPRA)	
BC	TOYOTA (MR2)	PHILIP MORRIS (MARLBORO)	
CS	JEEP (TRUCKS & PIONEER)	NISSAN (300 ZX)	
5/00/84			
2C	RJR (VANTAGE) SP	RJR (CAMEL) (+PG1)	
3C	GM (CIMARRON)	PHILIP MORRIS (MARLBORO)	
BC	PHILIP MORRIS (MERIT)	BMW (BMW 533I)	
CS	PHILIP MORRIS (MARLBORO)	NISSAN (200SX)	
6/00/84			
2C	CHRYSLER (LASER)	CADILLAC (+PG1)	
3C	TOYOTA (SR5 TURBO)	TOYOTA (TRUCK)	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	CHRYSLER (TURBO CARS)	K-MART AUTO CENTERS	
7/00/84			
2C	GOODYEAR (TIRES) GATE	RJR (CAMEL) (+PG1)	
3C	NISSAN (300ZX)	NISSAN (S/T LONG BED)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	SEAGRAM (SEAGRAM'S 7)	FORD (LTD)	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	TOYOTA (MR2)	TOYOTA (TECH)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	AUDI (COUPE GT)	MAZDA (SPORT LE)	
9/00/84			
2C	PHILIP MORRIS (MERIT) GATE	AMERICAN TOBACCO (LUCKY)	
3C	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
BC	DOLBY LAB (CAR STEREO)	PANASONIC (CAR STEREOS)	
CS	EDIT	PIONEER (SUPERTUNER III)	
10/00/84			
2C	SEAGRAM DIST. (SEAGRAM 7)	TOYOTA (TECH) (GT)	
3C	TOYOTA (MR2)	OLDSMOBILE (CALAIS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	MAZDA (B2000 SE 5)	DODGE (OMNI GLH)	
11/00/84			
2C	TOYOTA (CELICA)	DODGE (ARIES K) (GT)	
3C	NISSAN (300 ZX GTP)	TOYOTA (COROLLA) (3CSP)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	MAZDA (626 COUPE & TURBO)	MITSUBISHI (GALANT) (GT)	
12/00/84			
2C	NISSAN (300 ZX) SP	VOLKSWAGEN (JETTA)(GT+PG1)	
3C	TOYOTA (HI TRAC IFS) SP	TOYOTA (C[illegible]DA)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORR[illegible] (MERIT)	
CS	PORSCHE (944 TURBO)	DODGE (AR[illegible] K)	

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MOTORCYCLIST

	1985	1984	198
1/00/84			
2C	KAWASAKI (NINJA) SP	HONDA (MOTORCYCLE) (+PG1)	
3C	YUASA GENERAL (BATTERY)	BMW (MOTORCYCLE ENGINE)	
BC	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	VANCE & HINES (V&H SYSTEM)	YAMAHA (MOTORCYCLE)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	BMW (K100RT)	SUZUKI (MOTORCYCLES)	
3/00/84			
2C	RJR (WINSTON)	HONDA (MOTORCYCLE)(GT+PG1)	
3C	BG (MOTORCYCLE PRODUCTS)	FORD (RANGER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	RJR (CAMEL)	HONDA (MOTORCYCLE)(GT+PG1)	
3C	DAIRYLAND INS. (INSURANCE)	DAIRYLAND INS. (CYCLE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	CONTINENTAL PROD. (TIRES)	EDITORIAL	
5/00/84			
2C	CONTINENTAL PROD. (TIRES)	CONTINENTAL (TIRES) (+PG1)	
3C	METZELER (TIRES)	FORD (TRUCKS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (MARLBORO)	HONDA (500 INTERCEPTOR)	
6/00/84			
2C	KAWASAKI (NINJA) SP	LORILLARD (NEWPORT) (+PG1)	
3C	METZELER (TIRES)	ARAI (HELMUTS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	DUNLOP (TIRES)	EDITORIAL	
7/00/84			
2C	B&W (KOOL)	LORILLARD (NEWPORT)	
3C	DAIRYLAND (INSURANCE)	DAIRYLAND(MOTORCYCLE INS.)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	SUZUKI (MOTORCYCLE)	EDITORIAL	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	AMERICAN HONDA (MOTOR OIL)	FORD	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	EDIT1/2PG & B&W ADS 11/2PG	EDITORIAL	
9/00/84			
2C	RJR (CAMEL)	RJR (WINSTON)	
3C	SUZUKI (INTRUDER VS700)	FORD (RANGER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDIT	EDITORIAL	
10/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
3C	AIR FORCE (RECRUITING)	ARMY (RECRUITMENT)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	KAWASAKI (454 LTD) SP	KAWASAKI (MOTORCYCLES)	
3C	SUZUKI (INTRUDER VS 700GL)	DODGE (RAM 50)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	SUZUKI(86 INTRUDER VS 700)	SUZUKI (MOTORCYCLES)(+PG1)	
3C	AIR FORCE (RECRUITING)	DODGE (RAM 50)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	KAWASAKI (MOTORCYCLE)	

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MS

	1985	1984	1983
1/00/84			
2C	SWANSON (LE MENU) SP	PADDINGTON (BAILEY'S)	
3C	NISSAN (SENTRA)	JVC (HIGH FIDELITY SYSTEM)	
BC	HEUBLEIN (SMIRNOFF VODKA)	MYERS (MYERS'S CREAM RUM)	
CS	VOLKSWAGEN (JETTA)	HONDA (CIVIC)	
2/00/84			
2C	ANHEUSER BUSCH (MICHELOB)	CADILLAC (CIMARRON)	
3C	GM (OLDS CIERA)	KIMBERLY-CLARK (MAXI PADS)	
BC	JULIUS WILE (LIQUEUR)	REMY MARTIN (COGNAC)	
CS	IBM (PC)	AMERICAN EXPRESS	
3/00/84			
2C	JC PENNEY (CLOTHES)	AT&T	
3C	W. A. TAYLOR (DRAMBUIE)	TAYLOR (DRAMBUIE)	
BC	AMERICAN TOB (CARLTON)	NISSAN (PULSAR NX)	
CS	HONDA (CIVIC)	ATARI (HOME COMPUTERS)	
4/00/84			
2C	W&A GILBEY (GIN)	GILBEY'S (GILBEY'S GIN)	
3C	RJR (MORE)	RJR (NOW)	
BC	BEECHMAN COSMETICS (PERFM)	MYERS (MYERS'S CREAM RUM)	
CS	AMERICAN EXPRESS (CARD)	HONDA (CIVIC)	
5/00/84			
2C	UPJOHN CO. (NUPRIN)	CLAIROL (CONDITION) (+PG1)	
3C	W. A. TAYLOR (DRAMBUIE)	W.A. TAYLOR (DRAMBUIE)	
BC	RJR (MORE)	RJR (STERLING)	
CS	MCNEIL LABS (TYLENOL)	FORD (TOPAZ)	
6/00/84			
2C	RJR (MORE)	RJR (STERLING) (+PG1)	
3C	ANHEUSER BUSCH (MICHELOB)	MYERS (MYERS'S RUM)	
BC	NISSAN (SENTRA)	LEADING EDGE (COMPUTER)	
CS	AMERICAN HONDA (CIVIC)	HONDA (CIVIC)	
7/00/84			
2C	MAYBELLINE (MAKE-UP)	GOV'T. OF PUERTO RICO(RUM)	
3C	RJR (STERLING)	RJR (STERLING)	
BC	CARILLON IMP (ABSOLUT)	CARILLON (ABSOLUT VODKA)	
CS	PUERTO RICO (RUM)	EDITORIAL	
8/00/84			
2C	DANSKIN (BODYSUIT)	LEDERLE(CALTRATE600)(+PG1)	
3C	P&G (ALWAYS)	MAYBELLINE (LIPSTICK)	
BC	KOBRAND (BEEFEATER GIN)	SCHENELY (DEWAR'S)	
CS	EDIT. & CARILLON (GIN)	KIMBERLY-CLARK (N.FREEDOM)	
9/00/84			
2C	RJR (STERLING)	RJR (SALEM)	
3C	PERSONAL PROD(SURE & NAT.)	KIMBERLY-CLARK (LIGHTDAYS)	
BC	PALMER & LORD (SAMBUCA)	GILBEY (GILBEY GIN)	
CS	EDITORIAL	COOPERVISION (CLERZ 2)	
10/00/84			
2C	DEKUYPER (PEACH SCHNAPPS)	TAYLOR (DRAMBUE)	
3C	MAYBELLINE (EYE PENCILS)	MAYBELLINE (MOISTURE WHIP)	
BC	WA TAYLOR (DRAMBUIE)	MYERS (MYERS'S RUM)	
CS	NO NONSENSE (PANTY HOSE)	EDITORIAL & SUNBEAM 1/2PG.	
11/00/84			
2C	TOYOTA (CELICA)	NISSAN (COMPUTER DASH)	
3C	ILVA SARONNO (AMARETTO)	SCHENLEY (DEWAR'S)	
BC	RJR (MORE)	RJR (SALEM)	
CS	PADDINGTON CORP (BAILEYS)	HONDA (CIVIC CRX HF)	
12/00/84			
2C	RJR (SALEM)	RJR (SALEM)	
3C	MAYBELLINE (BRUSH BLUSH)	MAYBELLINE (LIPSTICK)	
BC	JOS. GARNEAUS (COGNAC)	SCHENLEY (DEWAR'S)	
CS	CHRYSLER (DODGE CARAVAN)	VOLKSWAGEN (JETTA)	

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NATL. ENQUIRER

	1985	1984	198
1/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
1/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
1/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/6 BW ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
1/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	LORILLARD (KENT)	LORILLARD (NEWPORT)	
CS	EDITORIAL	EDITORIAL	
1/31/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (BELAIR)	
CS	EDITORIAL	EDITORIAL	
2/07/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
2/14/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
2/21/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LORILLARD (KENT)	LORILLARD (NEWPORT)	
CS	EDITORIAL	EDITORIAL	
2/28/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (BELAIR)	
CS	EDITORIAL	EDITORIAL	

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NATL. ENQUIRER

	1985	1984	198
3/06/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	
3/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 PG BW AD	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
3/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)	
CS	EDITORIAL	EDITORIAL	
3/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIL & 1/2 PG BW ADS	EDITORIAL	
BC	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
CS	EDITORIAL	EDITORIAL	
4/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & BW ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
4/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	EDITORIAL	EDITORIAL	
4/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	BLACK &WHITE ADS (1/2 PG)	
BC	B&W (BARCLAY)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
4/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
5/01/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

NATL. ENQUIRER

	1985	1984	196
5/08/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	
5/15/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
5/22/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	EDITORIAL	EDITORIAL	
5/29/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/3 BW ADS	EDITORIAL	
BC	B&W (BARCLAY)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
6/05/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITROIAL	
BC	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
CS	EDITORIAL	EDITORIAL	
6/12/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & 1/2 BW ADS	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
6/19/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & BW ADS	EDITORIAL	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
6/26/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & BW ADS	EDITORIAL	
BC	B&W (BARCLAY)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
7/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & B&W ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

*NATL. ENQUIRER

	1985	1984	1983
7/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LORILLARD (KENT)	LORILLARD (SATIN)	
CS	EDITORIAL	EDITORIAL	
7/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & B&W ADS	EDITORIAL	
BC	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
7/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (VIRGINIA S)	
CS	EDITORIAL	EDITORIAL	
7/31/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
8/07/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & B&W ADS	EDITORIAL	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
8/14/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL&1/2PG B&W ADS	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
8/21/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL&1/4PG B&W ADS	EDITORIAL &1/3 BLK&WHT ADS	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	
8/28/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL & B&W AD	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
9/04/84			
2C	EDITORIAL	EDITORIAL	
3C	2/3 PG EDIT 1/3 PG B&W ADS	EDITORIAL	
BC	B&W (RALEIGH)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

NATL. ENQUIRER

	1985	1984	19
9/11/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITITORIAL & B&W ADS	EDITORIAL	
BC	LORILLARD (NEWPORT)	LORILLARD (SATIN)	
CS	EDITORIAL	EDITORIAL	
9/18/84			
2C	EDITORIAL	EDITORIAL	
3C	1/2PG EDIT &1/2PG B&W ADS	EDITORIAL	
BC	B & W CO. (BARCLAY)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
9/25/84			
2C	NO ISSUE	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	PHILIP MORRIS (VIRGINIA S)	
CS	*******	EDITORIAL	
10/02/84			
2C	NO ISSUE	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	B&W (RALEIGH/BELAIR)	
CS	*******	EDITORIAL	
10/09/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	PHILIP MORRIS (MERIT)	
CS	*******	EDITORIAL	
10/16/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	B&W (KOOL)	
CS	*******	EDITORIAL	
10/23/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	LORILLARD (KENT)	
CS	*******	EDITORIAL	
10/30/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	B&W (KOOL)	
CS	*******	EDITORIAL	
11/06/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	LORILLARD (SATIN)	
CS	*******	EDITORIAL	

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MAGAZINE COVER REPORT

NATL. ENQUIRER

	1985	1984	198
11/13/84			
2C	*******	EDITORIAL	
3C	*******	B&W (KOOL)	
BC	*******	PHILIP MORRIS (B&H)	
CS	*******	EDITORIAL	
11/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (BARCLAY)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
11/27/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	PHILIP MORRIS (VIRGINIA S)	
CS	*******	EDITORIAL	
12/04/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	B&W (KOOL)	
CS	*******	EDITORIAL	
12/11/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	LORILLARD (SATIN)	
CS	*******	EDITORIAL	
12/18/84			
2C	*******	EDITORIAL	
3C	*******	EDITORIAL	
BC	*******	B&W (KOOL)	
CS	*******	EDITORIAL	
12/25/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (BARCLAY)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

NATL. LAMPOON

	1985		1984	198
1/00/84				
2C	RJR (SALEM)		RJR (WINSTON) (+PG1)	
3C	B&W (KOOL)		DEKUYPER (SCHNAPPS)	
BC	GUINNESS-HARP (CORP)		TECHNICS (DRIVE RECEIVER)	
CS	EDITORIAL		CREATIVE SOFTWARE	
2/00/84				
2C	AMC (JEEP CJ)		ALL BRAND IMP. (MOOSEHEAD)	
3C	STUART RHODES (MONTE ALB)		CBS/FOX CO. (VIDEO)	
BC	B&W (KOOL)		B&W (VICEROY)	
CS	EDITORIAL		JEEP	
3/00/84				
2C	RJR (WINSTON)		RJR (CAMEL)	
3C	CBS/FOX (VIDEOCASSETTES)		JEEP (CHEROKEE)	
BC	ANHEUSER BUSCH (BUDWEISER)		21 BRANDS (MOUNT GAY RUM)	
CS	GE (MINI STEREOS)		EDITORIAL	
4/00/84				
2C	CASIO (INSTRUMENTS)		DEKUYPER (SCHNAPPS)	
3C	AMC (JEEP CHERONEE)		ANHEUSER-BUSCH (MICHELOB)	
BC	AMERICAN TOB (LUCKY)		AMER. TOBACCO (LUCKY)	
CS	GE (MINI STEREOS)		EDITORIAL	
5/00/84				
2C	CURLEY-BATES(SPORTS SHOES)		JEEP (CJ) (+PG1)	
3C	SMITH CORONA (TYPEWRITER)		MILLER (LOWENBRAU)	
BC	B&W (KOOL)		B&W (KOOL)	
CS	EDITORIAL		RJR (SALEM)	
6/00/84				
2C	CURLEY-BATES(SPORTS SHOES)		ANHEUSER-BUSCH (BUDWEISER)	
3C	ALL BRAND (MOOSEHEAD)		CLUB (COCKTAILS)	
BC	RJR (CAMEL)		RJR (WINSTON)	
CS	EDITORIAL		RJR (CAMEL)	
7/00/84				
2C	RJR (SALEM)		RJR (SALEM)	
3C	AMERICAN TOB. (LUCKY)		CBS FOX (VIDEO MUSIC)	
BC	GROLSCH (GROLSCH BEER)		ANHEUSER-BUSCH (BUDWEISER)	
CS	EDITORIAL		EDITORIAL	
8/00/84				
2C	RJR (SALEM)		RJR (CAMEL)	
3C	AMERICAN HONDA (SCOOTERS)		CBS/FOX (VIDEOCASSETTES)	
BC	GROLSCH (GROLSCH BEER)		HONDA (SCOOTERS)	
CS	EDITORIAL		RJR (SALEM)	
9/00/84				
2C	RJR (SALEM)	SP	MILLER BREWING (BEER)	
3C	SONY (CASSETTE)		DEKUYPER (SCHNAPPS)	
BC	CBS/FOX (VIDEOCASSETTE)		GUINNESS (EXTRA STOUT)	
CS	EDIT		EDITORIAL	
10/00/84				
2C	MILLER BREWING (HIGH LIFE)		HEUBLEIN (CUERVO TEQUILLA)	
3C	CBS (CBS FOX VIDEO MUSIC)		DEKUYPER (SCHNAPPS)	
BC	AMERICAN TOBACCO (LUCKY)		AMERICAN TOBACCO (LUCKY)	
CS	EDITORIAL		EDITORIAL	
11/00/84				
2C	RJR (WINSTON)		RJR (CAMEL) (+PG1)	
3C	BYW (KOOL)		GEN.WN&SPT.(RONRICO RUM)	
BC	PANASONIC(STEREO CASSETTE)		TECHNICS (TURNTABLES)	
CS	EDITORIAL		EDITORIAL	
12/00/84				
2C	MILLER BREWING (BEER)	SP	HIRAM WALKER (SCHNAPPS)	
3C	RJR (WINSTON)		RJR (WINSTON)	
BC	PANASONIC (CAR STEREO)		TECHNICS (CASSETTE DECK)	
CS	RJR (CAMEL)		EDITORIAL	

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MAGAZINE COVER REPORT

NEW JERSEY MONTHLY

	1985	1984	1983
1/00/84			
2C	QUEEN CTY SAVINGS (CORP)	PHILIP MORRIS (PLAYERS)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	THE HILLS (TOWNHOUSES)	PHILIP MORRIS (MERIT)	
CS	AMERICAN EXPRESS (CARD)	EDITORIAL	
2/00/84			
2C	LITTMAN (ROLEX WATCHES)	LITTMAN (JEWELERS)	
3C	SWINTEC CORP (TYPEWRITER)	FIRST NATIONAL STATE BANK	
BC	PERRETTI'S (RESTAURANT)	PANASONIC (VIDEO SYSTEM)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	LITTMAN (ROLEX WATCHES)	LITTMAN (JEWELERS)	
3C	THE HILLS (TOWNHOUSES)	THE HILLS (TOWNHOMES)	
BC	CLYDE-STAFFORD (VODKA)	CLYDE-STAF.(MAJORSKA VODK)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	LITTMAN (ROLEX WATCHES)	ROLEX (WATCHES)	
3C	THE HILLS (TOWNHOUSES)	THE HILLS (TOWNHOUSES)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL	EDITORIAL	
5/00/84			
2C	THE HILLS (TOWNHOUSES)	THE HILLS (TOWNHOMES)	
3C	SHADOW SAVINGS (LOANS)	SHADOW LAWN SAVINGS BANK	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	THE HILLS (TOWNHOUSES)	THE HILLS (TOWNHOMES)	
3C	SHADOW SAVINGS (TRES. CD)	SHADOW LAWN SAVINGS BANK	
BC	CLYDE-STAFFORD (VODKA)	CLYDE-STAF.(MAJORSKA VODK)	
CS	EDITORIAL	EDIT. & HERMAN+MILLER	
7/00/84			
2C	KNOLL CREST (THE HILLS)	THE HILLS (TOWNHOMES)	
3C	CLYDE-STAFFORD (MAJORKA)	CLYDE-STAFFORD(MAJ. VODKA)	
BC	SHADOW SAVINGS (TREASURER)	SHADOW & LAWN SAVINGS	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	SHADOW LAWN SAV.(TREAS.CD)	SHADOW LAWN SVGS. (BANK)	
3C	BMW (735I)	BARONS (TOWNHOMES)	
BC	CLYDE STAFFORD (VODKA)	CLYDE-STAFFORD (MAJ.VODKA)	
CS	EDITORIAL		
9/00/84			
2C	LITTMAN JEWELERS (WATCHES)	LITTMAN (ROLEX WATCHES)	
3C	KNOLL CREST (TOWNHOMES)	HILLS (TOWNHOMES)	
BC	PANASONIC (VHS)	PANASONIC (CTF-2077R TV)	
CS	EDIT	EDITORIAL	
10/00/84			
2C	MADISON HOTEL (HOTEL)	MADISON HOTEL (CATERER)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	LITTMAN (WATCHES)	LITTMAN JEWELRS	
CS	HAPPY VIKING (FURNITURE)	ASS'T ADVERTISERS	
11/00/84			
2C	LITTMAN (ROLEX WATCHES)	LITTMAN JEWLERS (DIAMONDS)	
3C	CLYDE STAFFORD (VODKA)	CLYDE-STAFFORD(MAJ. VODKA)	
BC	PANASONIC (VHS HI FI REC.)	PANASONIC (HI-FI VHS)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	CLYDE STAFFORD (VODKA)	CLYDE-STAFFORD (MAJ.VODKA)	
3C	BARCLAY JEWELERS (WATCHES)	LITTMAN (JEWLERS)	
BC	SCHELEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

NEW WOMAN

	1985	1984	198
1/00/84			
2C	PHILIP MORRIS (V SLIMS) SP	CLAIROL(ULTRA BLOND)(+PG1)	
3C	ADVANCED CARE (PREG. TEST)	OLDSMOBILE (CUTLASS SUP.)	
BC	RJR (SALEM)	RJR (SALEM)	
CS	EDITORIAL	HONDA (CIVICS)	
2/00/84			
2C	NOXELL (NAIL POLISH)	MAYBELLINE (EYE LINER)	
3C	LORILLARD (TRUE)	LORILLARD (SATIN)	
BC	HIRAM WALKER(CANADIAN CLB)	HIRAM WALKER (AMARETTO)	
CS	RJR (MORE)	RJR (SALEM)	
3/00/84			
2C	NOXELL (MAKE-UP) SP	NOXELL (COVER GIRL) (+PG1)	
3C	PFC (ASSURE PANTY LINERS)	PERSONAL PROD. (CAREFREE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	HONDA (CIVIC)	PHILIP MORRIS (MERIT)	
4/00/84			
2C	MAX FACTOR (MAKE-UP) SP	CLAIROL (ULTRA)	
3C	HIRAM WALKER(CANADIAN CLB)	HIRAM WALKER (CAN. CLUB)	
BC	FABERGE (HAIR CARE)	B&W (BARCLAY)	
CS	LOTTO (SPORT SHOES)	HONDA (CIVIC)	
5/00/84			
2C	DEL LABS (SALLY HANSEN)	PHILIP MORRIS (MARLBORO)	
3C	FABERGE (SHAMPOO)	HIRAM WALKER (CAN. CLUB)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)	
CS	AVON (BEAUTY CARE)	RJR (STERLING)	
6/00/84			
2C	MAYBELLINE (MAKE-UP) SP	NOXELL (COVER GIRL)	
3C	P&G (SECRET)	KIMBERLY-CLARK (NEW FORM)	
BC	NOXELL (NAIL POLISH)	NOXELL (COVER GIRL)	
CS	PHILIP MORRIS (V SLIMS)		
7/00/84			
2C	PHILIP MORRIS (B&H) SP	RJR (STERLING) (+PG1)	
3C	AAPRI (FACIAL SCRUB)	KIMBERLY-CLARK (3CSP)	
BC	MAYBELLINE (MAKE-UP)	MAYBELLINE (LIPSTICK)	
CS	AMERICAN HONDA (CIVIC)		
8/00/84			
2C	VIDAL SASSOON (MOUSSE) SP	COVERGIRL (MAKE-UP) (+PG1)	
3C	AMERICAN TOBACCO (CARLTON)	P&G (SECRET DEODORANT)	
BC	MAYBELLINE (GREAT LASH)	MAYBELLINE (MOISTURE WHIP)	
CS	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
9/00/84			
2C	MONEY (JEWELRY) SP	VIDAL SASSON (HAIR CARE)	
3C	SARONNO (AMARETTO)	HIRAM WALKER (CAN. CLUB)	
BC	RJR (NOW)	RJR (SALEM)	
CS	EDIT	PHILIP MORRIS (MARLBORO)	
10/00/84			
2C	NOXELL CORP (MAKEUP) SP	NOXELL (COVER GIRL) (+PG1)	
3C	PROCTER & GAMBLE (SECRET)	TODAY'S GIRL (PANTYHOSE)	
BC	PFC (STAYFREE MAXI PADS)	PFC (ASSURE PANTY LINERS)	
CS	PHILIP MORRIS (B&H)	EDITORIAL	
11/00/84			
2C	BACARDI (RUM) SP	TAYLOR (TIA MARIA LIQUER)	
3C	TOYOTA (CELICA)	PARFUMS DE COEUR (NINJA)	
BC	NOXELL (NAILSLICKS)	NOXELL(COVER GIRL EYE LNR)	
CS	WILLIAM GRANT (FRANGELICO)	HONDA (CIVIC CRX HF)	
12/00/84			
2C	PHILIP MORRIS (V. SLIMS)SP	PHILIP MORRIS (VIRGINIA S)	
3C	P&G (SECRET)	CAFE PERFUMES (CAFE)	
BC	MAINSTONE (LIQUEUR)	TAYLOR (TIA MARIA LIQUER)	
CS	W.A. TAYLOR (COGNAC)	RJR (MORE)	

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MAGAZINE COVER REPORT

NEW YORK

	1985	1984	198
1/09/84			
2C	BROWARD COUNCIL (FT. LAUD)	RJR (VANTAGE)	
3C	TRUMP TOWERS (STRIUM)	TOSHIBA AMER. INC. (TV)	
BC	PHILIP MORRIS (MARLBORO)	RJR (MARLBORO)	
CS	OMEGA (WATCHES)	EDITORIAL	
1/16/84			
2C	EAST 61ST CO. (TRUMP PLZA)	CARILLON (ABSOLUT VODKA)	
3C	SIRENA (SWIMWEAR)	GR. WATERS OF FR.(PERRIER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	EDIT. 1/4 4C & BW ADS	EDITORIAL	
1/23/84			
2C	CARILLON IMPORTERS (GIN)	FORD (THUNDERBIRD)	
3C	SOMERSET IMP. (J. WALKER)	CARILLON (GRAND MARNIER)	
BC	VAN MUNCHING (AMSTEL)	RJR (VANTAGE)	
CS	EDITORIAL	EDITORIAL	
1/30/84			
2C	CARILLON IMP. (VODKA)	HEUBLEIN (SMIRNOFF VODKA)	
3C	TOYOTA (CRESSIDA)	TOYOTA (CELECA GTS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	TWA (BUSINESS CLASS SEATS)	EDITORIAL	
2/06/84			
2C	GM (ELDORADO)	CADILLAC (CIMARRON)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL	EDITORIAL	
2/13/84			
2C	CARILLON IMPORTERS (LIQ.)	CARILLON (ABSOLUTE VODKA)	
3C	COINTREAU AMER. (LIQUEUR)	JOS. GARNEAU CO. (COGNAC)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	AMERICAN EXPRESS (GOLD CD)	EDITORIAL	
2/20/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
3C	BMW (BMW)	BMW (318I)	
BC	CARILLON IMP. (GIN)	CARILLON (BOMBAY GIN)	
CS	US TRUST (CORP)		
2/27/84			
2C	PALMER&LORD LTD (SAMBUCA)	PALMER & LORD (SAMBUCA)	
3C	GEN. WINE&SPIRITS(PAISLEY)	FORD (TEMPO)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL & 2/3 BW ADS	EDITORIAL	
3/05/84			
2C	*******	PADDINGTON (BAILEY'S)	
3C	*******	PHILIP MORRIS (B&M)	
BC	*******	HELMSLEY PALACE (HOTEL)	
CS	*******	EDITORIAL	

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MAGAZINE COVER REPORT

NEW YORK

	1985	1984	1983
3/12/84			
2C	*******	RJR (VANTAGE)	
3C	*******	BUICK (SKYHAWK)	
BC	*******	PHILIP MORRIS (MARLBORO)	
CS	*******	SPECIAL ADVERTISING SECT.	
3/19/84			
2C	TOYOTA (CRESSIDA)	TOYOTA (SUPRA)	
3C	SEAGRAM (VODKA)	CALVERT (IRISH WHISKEY)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	FORD (MERKUR)	EDITORIAL	
3/26/84			
2C	GEN. WINE&SPIRIT (PAISLEY)	CHANEL (CHANEL NO. 5)	
3C	BMW (BMW)	CARILLON (GRAND MARNIER)	
BC	VAN MUNCHING (AMSTEL)	RJR (STERLING)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
4/02/84			
2C	GODIVA (CHOCOLATES)	TOYOTA (CAMRY)	
3C	CARILLON IMP (GR. MARNIER)	BONNIE BELLE	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL/HOECHST(TREVIRA)	MEXICO MINISTRY OF TOURISM	
4/09/84			
2C	SOMERSET IMP(J. WALKER BL)	HIRAM WALKER (VALENCIANA)	
3C	GM (WINDSHIELDS)	HEUBLEIN (SMIRNOFF VODKA)	
BC	SCHENLEY (DEWAR'S)	CARILLON (GRAND MARNIER)	
CS	PHILIP MORRIS (V SLIMS)	SCHENLEY (DEWAR'S)	
4/16/84			
2C	TOYOTA (MR2)	EINSTEIN MOOMJY (CARPET)	
3C	GEN.WINE & SPIRIT (CHIVAS)	GEN. WN.&SPT. (CHIVAS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	CHRYSLER (LE BARON GTS)	SEBASTIANI VINEYARDS	
4/23/84			
2C	REVLON (FACE CARE)	REVLON (NAIL & LIP COLOR)	
3C	SCHIEFFELIN (MARIE BRIZRD)	BUCKINGHAM (FINLD. VODKA)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	SHEARSON/LEHMAN(TOURNAMNT)	MERCEDES-BENZ (RESTRAINTS)	
4/30/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
3C	COINTREAU (COINTREAU)	SHERATON (SHERATON MEXICO)	
BC	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	VIRGIN ISLANDS (TOURISM)	U.S. VIRGIN ISLANDS	
5/07/84			
2C	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
3C	ONTARIO TRAVEL (TOURISM)	RJR (VANTAGE)	
BC	CARILLON IMP (BOMBAY GIN)	HEUBLEIN (SMIRNOFF VODKA)	
CS	EDITORIAL	USA TODAY (NEWSPAPER)	

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MAGAZINE COVER REPORT

NEW YORK

	1985	1984	19E
5/14/84			
2C	KOBRAND (BEEFEATER GIN)	CARILLON (GRAND MARNIER)	
3C	AVIS (RENT A CAR)	OLDSMOBILE (NINETY EIGHT)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	PACO RABANNE (SKIN CARE)	CHRYSLER (NEW YORKER)	
5/21/84			
2C	CARILLON IMP'(GR MARNIER)	CARILLON (ABSOLUT VODKA)	
3C	SOMERSET IMP (J. WALKER)	CRUYON (RUM)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	ELLE (MAGAZINE)	FORD (CONTINENTAL VII)	
5/28/84			
2C	PALMER & LORD (SAMBUCA)	PALMER & LORD (SAMBUCA)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	GEN WINE&SPIRITS (CHIVAS)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	EDITORIAL	ATLANTIC CITY (ASS'T ADS)	
6/04/84			
2C	SOMERSET IMP (J. WALKER)	SOMERSET (JOHNNIE WALKER)	
3C	REMY MARTIN (COGNAC)	REMY MARTIN	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	ELLE (MAGAZINE)	EDITORIAL	
6/11/84			
2C	TOYOTA (MR2)	ONTARIO TRAVEL (CANADA)	
3C	MONS. HENRI (STOLICHNAYA)	FIRESTONE (RADIAL TIRES)	
BC	PHILIP MORRIS (MERIT)	NISSAN (SENTRA)	
CS	AMERICAN EXPRESS (GOLD CD)	RON CHERESKIN (SHIRTS)	
6/18/84			
2C	SOMERSET IMP (J. WALKER)	RJR (STERLING)	
3C	PALMER & LORD (SAMBUCA)	STONE & CO. (SAMBUCA)	
BC	NISSAN (STANZA)	PHILIP MORRIS (MARLBORO)	
CS	ELLE (MAGAZINE)	FORD (CONTINENTAL)	
6/25/84			
2C	SAKS FIFTH AVE. (CLOTHES)	CALVERT (JAMESON IR.WHSKY)	
3C	NY TELEPHONE (COMMUNICA.)	ONTARIO TRAVEL (RESORTS)	
BC	HELMSLEY HOTELS (HOTELS)	HELMSLEY PALACE (HOTEL)	
CS	CHRYSLER (LE BARON)	EDITORIAL	
7/02/84			
2C	KOBRAND (BEEFEATER GIN)	HARRAH'S (CASINO) (GT+PG1)	
3C	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
BC	CARILLON (ABSOLUT VODKA)	CARILLON (ABSOLUT BODKA)	
CS	EDITORIAL & B&W ADS	SANDS (HOTEL & CASINO)	
7/09/84			
2C	COMBINED WITH 7/2 ISSUE	COMBINED WITH 7/2 ISSUE	
3C	COMBINED WITH 7/2 ISSUE	COMBINED WITH 7/2 ISSUE	
BC	COMBINED WITH 7/2 ISSUE	COMBINED WITH 7/2 ISSUE	
CS			

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MAGAZINE COVER REPORT

NEW YORK

	1985	1984	19
7/16/84			
2C	TOYOTA (MR2)	TOYOTA (TOYOTA)	
3C	NISSAN (STANZA WAGON)	INGLENOOK (SWEEPSTAKES)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	
7/23/84			
2C	CARILLON (BONBAY DRY GIN)	RJR (STERLING)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
BC	HELMSLEY PALACE (NY HOTEL)	HELMSEY PALACE (HOTEL)	
CS	FORD(CONTINENTAL MARK VII)	EDITORIAL	
7/30/84			
2C	EAST 61ST CO.(TRUMP PLAZA)	CARILLON (ABSOLUT VODKA)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	EDITORIAL		
8/06/84			
2C	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
3C	FRUSEN GLADJE' (ICE CREAM)	RJR (VANTAGE)	
BC	NISSAN (1986 STANZA WAGON)	NISSAN (300 ZX)	
CS	EDITORIAL	FORD (CONTINENTAL)	
8/13/84			
2C	JVC (AUDIO COMPONENTS)	JVC (HIGH FI SYSTEM)	
3C	GENERAL FOODS (SANKA)	HOLIDAY INN (CROWNE PLAZA)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	NORTHWEST ORIENT(AIRLINES)	EDITORIAL	
8/20/84			
2C	*******	TOYOTA (TERCEL)	
3C	*******	CARILLON (BOMBAY GIN)	
BC	*******	PHILIP MORRIS (B&H)	
CS	*******	BENIHANA (STEAKHOUSE)	
8/27/84			
2C	SOMERSET (JOHNNIE WALKER)	SOMERSET (JOHNNIE WALKER)	
3C	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	NORTHWEST ORIENT (CORP.)		
9/03/84			
2C	BEATRICE (TROPICANA OJ)	NYNEX (N.Y. TELEPHONE)	
3C	PHILIP MORRIS (B&H)	FONATURA (MEXICO TOURISM)	
BC	COLUMBIA COF GROWERS (COF)	RJR (VANTAGE)	
CS	NORTHWEST ORIENT (CORP)	EDITORIAL	
9/10/84			
2C	CARILLON IMP. (GR.MARNIER)	RJR (STERLING)	
3C	BMW (635 CSI)	NYNEX (N.Y. TELEPHONE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	FORD (MERKUR)	BELMONT PARK (RACING)	

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MAGAZINE COVER REPORT

NEW YORK

	1985	1984	198
9/17/84			
2C	CALVIN (CLOTHES)	MANUFACTURERS HANOVER BANK	
3C	SOMERSET (JOHNNIE WALK BL)	SOMERSET (JOHNNIE WALKER)	
BC	TOYOTA (MR2)	TOYOTA (CELICA)	
CS	PHILIP MORRIS (PARLIAMENT)	CARILLON (GRANDE PASSION)	
9/24/84			
2C	NOVIELLO & BLOOM (CLOTHES)	GM (CORPORATE)	
3C	SPIRITS (CHIVAS REGAL)	GEN.WN&SPT. (CHIVAS REGAL)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NORTHWEST ORIENT (AIRLINE)	EDITORIAL	
10/01/84			
2C	SOMERSET (JW BLACK LABEL)	JULIUS WILE (B&B LIQUER)	
3C	PHILIP MORRIS (PARLIAMENT)	AMERICAN TOBACCO (CARLTON)	
BC	COFFEE GROWERS (COFFEE)	PALMER&LORD (SAMBUCA)	
CS	ARAMIS (TUSCANY)	PHILIP MORRIS (CORPORATE)	
10/08/84			
2C	*****	BUCKINGHAM (VODKA)	
3C	*****	REMY MARTIN (COGNAC)	
BC	*****	PHILIP MORRIS (MARLBORO)	
CS	*****	FORD (TEMPO)	
10/15/84			
2C	SAKS FIFTH AVE. (STORE)	GM (CORPORATE)	
3C	KARASTAN (CARPETS)	CARILLON (LAGRANDE LIQUER)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	HAWAII (KAPALUA BAY HOTEL)	EDITORIAL	
10/22/84			
2C	COINTREAU AMER. (LIQUEUR)	BUCKINGHAM (VODKA)	
3C	CARILLON IMP. (LIQUEUR)	RJR (VANTAGE)	
BC	TOYOTA ('86 CELICA)	TOYOTA (SUPRA)	
CS	1PG CROSSLAND/2/3 4C ADS	WINES OF FRANCE	
10/29/84			
2C	CARILLON (ABSOLUT VODKA)	SOMERSET (JOHNNIE WALKER)	
3C	ILLVA SARRONNO (AMARETTO)	CARILLON (ABSOLUT VODKA)	
BC	PHILIP MORRIS (PARLIAMENT)	PHILIP MORRIS (B&H)	
CS	1/2 EDIT 1/2 FOOD & WINE	PACO RABANNE (SKIN CARE)	
11/05/84			
2C	PEOPLE EXPRESS (AIRLINE)	CARILLON (BOMBAY DRY GIN)	
3C	PHILIP MORRIS (B&H)	CHRYSLER(TURBO NEW YORKER)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	1PG EDIT 1PG PORTO (WINE)	FORD (MUSTANG)	
11/12/84			
2C	HEUBLEIN (HARVEY'S BR. CR)	SCHIEFFELIN(MARIE BRIZARD)	
3C	FRUSEN GLADJE (ICE CREAM)	GM (CORPORATE)	
BC	SCHENLEY (DEWAR'S)	PHILIP MORRIS (B&H)	
CS	NORTHWEST ORIENT (CORP)	FORD (CONTINENTAL)	

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MAGAZINE COVER REPORT

NEW YORK

	1985	1984	198
11/19/84			
2C	TOYOTA (CRESSIDA)	TOYOTA (CRESSIDA)	
3C	REMY MARTIN (COGNAC)	REMY MARTIN (COGNAC)	
BC	HEMLSLEY PALACE (HOTEL)	HELMSLEY PALACE (HOTEL)	
CS	HARRAH'S (HOTEL-CASINO)	PHILIP MORRIS (MARLBORO)	
11/26/84			
2C	BILL BLASS (PERFUME)	BILL BLASS (PERFUME)	
3C	JULIUS WILE (B&B LIQUEUR)	SOMERSET (JOHNNIE WALKER)	
BC	TOYOTA (86 CELICA)	TOYOTA (TERCEL SR5)	
CS	SCHIEFFELIN (HENNESSY)	NEW HAMPSHIRE&VERMONT SKI	
12/03/84			
2C	W.A. TAYLOR (DRAMBUIE)	TAYLOR (DRAMBUIE)	
3C	SPIRITS (IRISH WHISKEY)	GEN.WN&SPT.(ROYAL PAISLEY)	
BC	VAN MUNCHING (HEINEKEN)	GENERAL (HEINEKEN BEER)	
CS	CARILLON (ABSOLUT VODKA)	FORTUNOFF (STORE)	
12/10/84			
2C	CAMPARI (LIQUEUR)	CARILLON (ABSOLUT VODKA)	
3C	ROSE HOLLAND (LIME JUICE)	RJR (VANTAGE)	
BC	CARILLON (ABSOLUT VODKA)	CARILLON (GRAND MARNIER)	
CS	HERALD (SHOPPING CENTER)	PHILIP MORRIS (MERIT)	
12/17/84			
2C	DISTILLERS SOMERSET (GIN)	CALVERT (JAMESON SCOTCH)	
3C	ILLVA SARONNA (AMARETTO)	SCHENLEY (STOCK AMARETTO)	
BC	PHILIP MORRIS (B&H)	SCHENLEY (DEWAR'S)	
CS	CARILLON (LIQUEUR)	SEBASTIANI	
12/24/84			
2C	REVLON (JONTUE)	REVLON (SCOUNDREL)	
3C	GREAT WATERS (PERRIER)	GREAT WATERS FR. (PEIRIER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	PORTUGUESE TRADE (WINE)	CARILLON (BOMBAY GIN)	
12/31/84			
2C	COMBINE WITH 12/23 ISSUE	COMBINED WITH 12/24 ISSUE	
3C	*******	COMBINED WITH 12/24 ISSUE	
BC	*******	COMBINED WITH 12/24 ISSUE	
CS	*******		

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MAGAZINE COVER REPORT

NEWSWEEK

	1985	1984
1/02/84		
2C	NO ISSUE	DODGE (CARAVAN) (GT)
3C	*******	SCHENLEY (DEWAR'S)
BC	*******	AMER. TOBACCO (LUCKY)
CS	*******	WALDENBOOKS
1/09/84		
2C	RJR (NOW)	RJR (BRIGHT) (+PG1)
3C	S C JOHNSON (EDGE)	CANON
BC	AMERICAN TOB (CARLTON	RJR (WINSTON)
CS	BMW (ANTI-LOCK BRAKES)	EDITORIAL
1/16/84		
2C	CHRYSLER (TRUCKS) GATE	PLYMOUTH (VOYAGER) (+PG1)
3C	MOTOROLA (COMMUNICATIONS)	AUDI (5000S)
BC	RJR (WINSTON)	CNA INSURANCE
CS	CHRYSLER (DODGE LANCER)	HONDA (CIVICS)
1/23/84		
2C	PHILIP MORRIS (MERIT) SP	NISSAN (PULSAR NX)
3C	CNA (INSURANCE)	OLDSMOBILE (CUTLASS)
BC	VAN MUNCHING (HEINEKEN)	B&W (BARCLAY)
CS	AUDI (4000S)	MICHELIN (TIRES)
1/30/84		
2C	NISSAN (300ZX)	PHILIP MORRIS (MARLBORO)
3C	FORD (THUNDERBIRD)	SOMERSET (JOHNNIE WALKER)
BC	B&W (BARCLAY)	AT&T (INTERNAT. DIALING)
CS	PHILIP MORRIS (MARLBORO)	DODGE (CARAVAN)
2/06/84		
2C	PHILIP MORRIS (MARLBORO)	VOLKSWAGEN (SCIROCCO)
3C	PADDINGTON (BAILEY'S)	B-F SPIRIT (CANADIAN MIST)
BC	LORILLARD (TRUE)	AMER. TOBACCO (CARLTON)
CS	FEDERAL EXPRESS (ZAP MAIL)	ENTREE (COMPUTER CENTERS)
2/13/84		
2C	SWANSON (LE MENU) SP	FORD (+PG1)
3C	BF SPIRITS (CANADIAN MIST)	SCHENLEY (DEWAR'S)
BC	AMERICAN TOB (CARLTON)	PHILIP MORRIS (PLAYERS)
CS	MERCEDES-BENZ(MERCEDES-BZ)	AT&T
2/20/84		
2C	INTERN'L GOLD (14K GOLD)	BEATRICE(ASS'T PROD)(+PG1)
3C	NEW ENG. LIFE (INSURANCE)	VOLVO (TURBO)
BC	LORILLARD (TRUE)	HEUBLEIN (SMIRNOFF VODKA)
CS	PHILIP MORRIS (V SLIMS)	U.S. COMM. FOR ENERGY
2/27/84		
2C	XEROX (TEAM XEROX) SP	MICHELIN (XA4 TIRE)
3C	SCHENLEY (DEWAR'S)	BACARDI (RUM)
BC	PHILIP MORRIS (MERIT)	B&W (VICEROY)
CS	AMC (RENAULT FUEGO)	MAZDA (RX-7)

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MAGAZINE COVER REPORT

NEWSWEEK

	1985	1984	19(
3/05/84			
2C	VOLKSWAGEN (GTI) GATE	PHILIP MORRIS (MERIT)	
3C	SCHENLEY (DEWAR'S)	NISSAN (PULSAR NX)	
BC	B&W (BARCLAY)	AMER. TOBACCO (CARLTON)	
CS	MAZDA (TRUCKS)	HONDA (HONDA)	
3/12/84			
2C	MILLER (BEER) GATE	LORILLARD (KENT)	
3C	CHRYSLER (LANCER) SP	W&A GILBEY LTD. (GIN)	
BC	AMERICAN TOD (CARLTON)	B&W (BARCLAY)	
CS	CANON (TYPEWRITERS)	PHILIP MORRIS (MARL L)	
3/19/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
3C	NAT'L DISTRIB. (GILBEY'S)	B-F SPIRITS LTD.	
BC	B&W (BARCLAY)	AMER. TOBACCO (LUCKY)	
CS	PHILIP MORRIS (MARLBORO)	APPLE (MACINTOSH COMP)	
3/26/84			
2C	XEROX (TEAM XEROX) SP	RJR (STERLING)	
3C	BF SPIRITS (CANADIAN MIST)	OLDSMOBILE (CUTLASS)	
BC	AMERICAN TOD (CARLTON)	PHILIP MORRIS (MARLBORO)	
CS	IBM (SYSTEM 2000)	HIRAM WALKER (CAN. CLUB)	
4/02/84			
2C	RJR (CAMEL)	AMERICAN (AIRLINES)	
3C	GM (OLDSMOBILE)	W&A GILBEY (GILBEY GIN)	
BC	N.ENGLAND MUTUAL(LIFE INS)	AMER. TOBACCO (CARLTON)	
CS	TOYOTA (MR2)	HOLIDAY INN	
4/09/84			
2C	VOLKSWAGEN (GTI)	PHILIP MORRIS (MAR.)(+PG1)	
3C	NAT'L DISTILLERS(GILBEY'S)	LORILLARD (KENT)	
BC	VISA (CARD)	HUEBLEIN (SMIRNOFF VODKA)	
CS	HONDA (PRELUDE)	EDITORIAL & BUICK	
4/16/84			
2C	PHILIP MORRIS (MARLBORO)SP	MOVADO (WATCH)	
3C	AT&T (COMMUNICATIONS)	SOMERSET (JOHNNIE WALKER)	
BC	VAN MUNCHING (HEINEKEN)	B&W (VICEROY)	
CS	PREMIER CRUISES(W.DISNEY)	PHILIP MORRIS (B&H)	
4/23/84			
2C	AUDI (5000 S)	PHILIP MORRIS(MAR)(GT+PG1)	
3C	SOMERSET IMP (J. WALKER)	AMERICAN EXPRESS	
BC	B&W (BARCLAY)	TOYOTA	
CS	CHRYSLER (TURBOS)	BANKERS LIFE (INSURANCE)	
4/30/84			
2C	FORD (ESCORT) GATE	AMER. TOBACCO (LUCKY)	
3C	LOTUS (SOFTWARE)	CNA (INSURANCE)	
BC	PHILIP MORRIS (MARLBORO)	RJR (STERLING)	
CS	XEROX (TEAM XEROX)	TELECOMMUNICATIONS(ASS'T)	

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MAGAZINE COVER REPORT

NEWSWEEK

	1985	1984
5/07/84		
2C	PHILIP MORRIS (V SLIMS) SP	PHILIP MORRIS(MERIT)(+PG1)
3C	CNA (INSURANCE)	NISSAN
BC	RJR (VANTAGE)	CNA (INSURANCE)
CS	AT&T (BUSINESS MACHINES)	SCHENLEY (DEWAR'S)
5/14/84		
2C	PHILIP MORRIS (MERIT) SP	VOLKSWAGEN (GTI)
3C	AT&T (COMMUNICATIONS)	GORDON'S (DRY GIN)
BC	AMERICAN TOB (CARLTON)	RJR (WINSTON)
CS	HONDA (POWER TOOLS)	U.S. COMMITTEE ENERGY
5/21/84		
2C	N. ENGLAND MUTUTAL (INS)	PHILIP MORRIS (PLAYERS)
3C	GOODYEAR (TIRES)	AT&T
BC	RJR (VANTAGE)	GEN.WN&SPT (CHIVAS REGAL)
CS	VOLKSWAGEN (GTI)	MERCEDES-BENZ (190D)
5/28/84		
2C	FORD (LIFETIME SERVICE) GT	RJR (STERLING) (+PG1)
3C	AT&T (BUS. MACHINES) SP	SOMERSET (JOHNNIE WALKER)
BC	PHILIP MORRIS (MERIT)	B&W (BARCLAY)
CS	ANHEUSER BUSCH (BEER)	IBM (MODEL 60 COPIER)
6/04/84		
2C	RJR (VANTAGE)	AMER. TOBACCO (LUCKY)
3C	HIRAM WALKER (CANADIAN CL)	SAMSONITE
BC	B&W (BARCLAY)	AT&T
CS	XEROX (TEAM XEROX)	DODGE (OMNI)
6/11/84		
2C	GALLO (WINES) SP	PHILLIP MORRIS (PLAYERS)
3C	CNA (INSURANCE)	CANON (FLASHCARD)
BC	GEN. WINE&SPIRITS (CHIVAS)	OLD GRAND-DAD (BOURBON)
CS	NISSAN (TRUCKS)	MAZDA (B2000)
6/18/84		
2C	AMERICAN TOB (CARLTON)	NISSAN (MAXIMA)
3C	SUBARU (WAGON)	HEUBLEIN (SMIRNOFF VODKA)
BC	OLD GR DAD DIST(OLD G DAD)	PHILIP MORRIS (MERIT)
CS	HONDA (POWER EQUIPMENT)	APPLE (APPLE IIC COMPUTER)
6/25/84		
2C	AUDI (5000 S) SP	MYERS (MYERS'S RUM)
3C	HEUBLEIN (SMIRNOFF)	TOYOTA (TRUCKS)
BC	PHILIP MORRIS (MARLBORO)	SCHENLEY (DEWAR'S)
CS	PHILIP MORRIS (B&H)	LINCOLN MERCURY (LYNX)
7/02/84		
2C	PHILIP MORRIS (MARLBORO)SP	CNA INSURANCE
3C	FORD (THUNDERBIRD)	ARMY
BC	SCHENLEY (DEWAR'S)	RJR (CAMEL)
CS	CITICORP (DINERS CLUB)	IBM

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MAGAZINE COVER REPORT

NEWSWEEK

	1985	1984	198
7/09/84			
2C	NISSAN (STANZA WAGON)	POLAROID (SUN 660 CAMERA)	
3C	BACARDI (PUERTO RICAN RUM)	PHILIP MORRIS (B&H)	
BC	RJR (STERLING)	GIBLEY (GIBLEY'S GIN)	
CS	GE (APPLIANCES)	MAZDA (626 SPORT COUPE)	
7/16/84			
2C	P&G (CREST)	PHILIP MORRIS(MERIT)(+PG1)	
3C	PHILIP MORRIS (VIRGINIA S)	VISA U.S.A. (VISA CARD)	
BC	W&A GILBEY (GILBEY'S GIN)	PHILIP MORRIS (PLAYERS)	
CS	ERNEST&JULIO GALLO (WINE)	CHAMPION	
7/23/84			
2C	NISSAN (300ZX)	RJR (STERLING)	
3C	AT&T (CARD CALLER)	PHILIP MORRIS (MARLBORO)	
BC	PHILIP MORRIS (B&H)	HEUBLEIN (SMIRNOFF VODKA)	
CS	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
7/30/84			
2C	FORD (FORD WAGONS)	FORD	
3C	IBM (PROPRINTER)	LORILLARD (TRUE)	
BC	PHILIP MORRIS (MARLBORO)	TOYOTA (SEDAN)	
CS	EDITORIAL	EDITORIAL	
8/06/84			
2C	RJR (NOW)	MERCEDZ-BENZ (EQUEST. SPT)	
3C	MATSUSHITA ELEC.(QUASARTV)	BACARDI (BACARDI RUM)	
BC	TOYOTA (MR2)	B&W (VICEROY)	
CS	HOND (CIVIC 4 DOOR SEDAN)	MAZDA (RX-7)	
8/13/84			
2C	AMERICAN TOBACCO (CARLTON)	PHILIP MORRIS (MERIT)	
3C	FORD (ESCORT)	RJR (CAMEL)	
BC	RJR (WINSTON)	GILBEYS (GIN)	
CS	CHRYSLER (PROTECTION PLAN)	EDITORIAL	
8/20/84			
2C	PHILIP MORRIS (MARLBORO)SP	AMERICAN TOBACCO (LUCKY)	
3C	RJR (STERLING)	AMER. MOTORS (REN.& FUEGO)	
BC	NAT'L DIST. (GILBEY'S GIN)	RJR (CAMEL)	
CS	MAZDA (626 SPORT SEDAN)	FORD (TEMPO)	
8/27/84			
2C	AMERICAN TOBACCO (CARLTON)	FED.EXPRESS(ZAPMAIL)(+PG1)	
3C	NISSAN (SENTRA) SP	B-F SPTS. (CANADIAN MIST)	
BC	RJR (WINSTON)	AMERICAN TOBACCO (CARLTON)	
CS	CITICORP(DINERS CLUB CARD)	AT&T	
9/03/84			
2C	FORD (THUNDERBIRD)	GILBEY (DRY GIN)	
3C	BF SPRIRIT (CANADIAN MIST)	FORD (THUNDERBIRD)	
BC	AMERICAN TOBACCO (CARLTON)	B&W (BARCLAY)	
CS	AMER. EXP. (IDS)	PHILIP MORRIS (MARLBORO)	

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MAGAZINE COVER REPORT

NEWSWEEK

	1985	1984
9/10/84		
2C	W&A GILBEY (GIN)	AMERICAN TOBACCO (LUCKY)
3C	BMW (735I CAR)	MYERS (MYERS'S RUM)
BC	ADOLPH (COORS BEER)	PHILIP MORRIS (B&H)
CS	1PG UPJOHN 1PG EDIT	PHILIP MORRIS (MERIT)
9/17/84		
2C	SPIRIT'S CO. (CHIVAS REGAL)	CHRYSLER (CORP.) (GT+PG1)
3C	AMERICAN TOBACCO (CARLTON)	COMMODORE (SCSP)
BC	NISSAN (GTP ZX TURBO)	VAN MUNCHING (HEINEKEN)
CS	NCR CORP (PC6 COMPUTER)	FED.EXPRESS (ZAP MAIL)
9/24/84		
2C	JEEP (COMMANCHE) GATE	BUICK (ELECTRA PARK AVE.)
3C	MYERS & SON (RUM)	MYERS (MYERS'S RUM)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)
CS	CITICORP (DINERS CLUB)	EDITORIAL
10/01/84		
2C	PHILIP MORRIS (MARLBORO)	CHEVROLET(CELEBRITY)(+PG1)
3C	FISHER (TV) SP	CHRYSLER (FIFTH AVE.)
BC	VAN MUNCHING (HEINEKEN)	RJR (VANTAGE)
CS	FEDERAL EXP. (DELIVERY)	CANON (HOME VIDEO SYSTEM)
10/08/84		
2C	CHRYSLER (DODGE LANCER) SP	DODGE (ARIES K) (GT)
3C	GM (EUROSPORT) SP	OLDSMOBILE (CALAIS)
BC	RJR (WINSTON)	PHILIP MORRIS (MERIT)
CS	SHARPER IMAGE (ELEC. PROD)	BUICK (SOMERSET)
10/15/84		
2C	FORD (THUNDERBIRD) SP	FORD(MUSTANG) (+PG1)
3C	GOODYEAR (TIRES)	SCHENLEY (DEWAR'S)
BC	CNA (INSURANCE)	RJR (VANTAGE)
CS	MAZDA (323 DELUXE SEDAN)	HEWLETT-PACKARD
10/22/84		
2C	CHRYSLER (DODGE TRUCK) SP	NISSAN (MAXIMA GL) (+PG1)
3C	SCHENLEY (DEWAR'S)	JEEP (WAGONEER)
BC	RJR (WINSTON)	CNA (INSURANCE)
CS	PANASONIC (MOVIE CAMERAS)	OLDSMOBILE (CALAIS)
10/29/84		
2C	GT JEEP (COMANCHE)	MYERS (MYERS'S RUM)
3C	P&G (HEAD & SHOULDERS)	USPS (EXPRESS MAIL)
BC	CNA (INSURANCE)	OLD GRAND-DAD (BOURBON)
CS	AUDI (AUDI 5000S)	UPJOHN (ARTHRITIS)
11/00/84		
2C	NO ISSUE	APPLE (COMPUTER) (+PG1)
3C	*******	APPLE (MACINTOSH COMPUTER)
BC	*******	APPLE (MACINTOSH COMPUTER)
CS	*******	APPLE (MACINTOSH COMPUTER)

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MAGAZINE COVER REPORT

NEWSWEEK

	1985	1984	198
11/05/84			
2C	TOYOTA (CELICA) GATE	RCA (2000 TV) (GT+PG1)	
3C	ARMOUR DIAL (DEODORANT)	AT&T (COMPUTERS) (3CSP)	
BC	NAT'L DIST.(OLD GRAND DAD)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	SONY (TRINITRON TV)	COMMODORE (COMPUTERS)	
11/12/84			
2C	AT&T (INFORM. SYSTEM) SP	FISHER (TV,STEREO)(GT+PG1)	
3C	FORD (TEMPO) SP	CHEVROLET (CAVALIER)(3CSP)	
BC	SPIRITS (CHIVAS REGAL)	B&W (KOOL)	
CS	MAZDA (B 2000 CAB PLUS)	SPECIAL ADV. SECTION	
11/19/84			
2C	CHRYSLER (PLY. VOYAGER) GT	VOLKSWAGEN (GOLF) (GT+PG1)	
3C	WEBSTER (DICTIONARY)	B-F SPIRITS (CAN. MIST)	
BC	SCHENLEY (DEWAR'S)	AMERICAN TOBACCO (CARLTON)	
CS	PACKARD (PERSONAL COMPUT.)	APPLE (COMPUTERS)	
11/26/84			
2C	PANASONIC (VHS) GATE	PANASONIC (VIDEO)(GT+PG1)	
3C	BF SPIRITS (CANADIAN MIST)	PHILIP MORRIS (PLAYERS)	
BC	AMERICAN TOBACCO (CARLTON)	OLD GRAND-DAD (BOURBON)	
CS	GM (OLDS TORONADO)	B&W (KOOL)	
12/03/84			
2C	PHILIP MORRIS (B&H) SP	ORION (COTTON CLUB) (GT)	
3C	NISSAN (300ZX) SP	INT. GOLD CORP. (GOLD)	
BC	NAT. DIST. (OLD GRAND DAD)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	CHAPPELL (SIMPLY ELEGANT)	IBM (PC JR.)	
12/10/84			
2C	NAT'L. DIST. (WINDSOR)	NAT. DIST. (WINDSOR WSKY)	
3C	DISTILLERS SOMERSET (GIN)	HIRAM WALKER (CAN. CLUB)	
BC	SPIRITS (CHIVAS REGAL)	RJR (WINSTON)	
CS	SEARS ROEBUCK(100TH ANNIV)	PACIFIC TEL	
12/17/84			
2C	FORD (86 MERCURY SABLE) GT	PHILIP MORRIS(VIR.S)(+PG1)	
3C	HIRAM WALKER (CANADIAN CL)	SOMERSET (TANQUERAY)	
BC	RJR (WINSTON)	AMERICAN TOBACCO (LUCKY)	
CS	MAZDA (1986 RX 7)	BACARDI (RUM)	
12/24/84			
2C	GM (CORPORATE) SP	VOLKSWAGEN (JETTA)	
3C	DIST. SOMERSET (J. WALKER)	HEUBLEIN (SMIRNOFF VODKA)	
BC	AMERICAN TOBACCO (CARLTON)	B&W (KOOL)	
CS	SONY (HANDYCAM VCR) GATE	PHILIP MORRIS (MARLBORO)	
12/31/84			
2C	PHILIP MORRIS (MERIT) SP	AT&T (OPPORTUNITY CALLING)	
3C	SMIRNOFF (VODKA)	SCHENLEY (DEWAR'S)	
BC	NISSAN (SENTRA)	PHILIP MORRIS (PLAYERS)	
CS	FORD (TAURUS)	DODGE (LANCER)	

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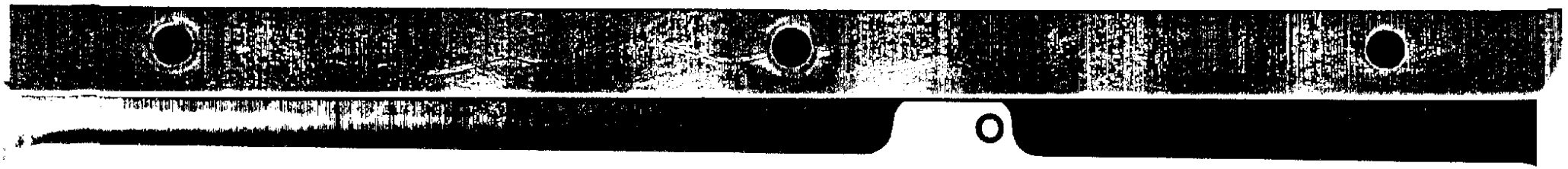

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MAGAZINE COVER REPORT

OFF DUTY

	1985	1984	19
1/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MARLBORO)	
3C	US MARINE CORPS(RE-ENLIST)	ARMY (RE-ENLIST)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	NAVY(CAREER & RECRUITER)	U.S. NAVY	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDIT.1/3 G.MILLS&1/3BW ADS	EDITORIAL	
3/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	NAVY (RECRUITING)	U.S. NAVY	
BC	RJR (CAMEL)	B&W (KOOL)	
CS	1PG U-HAUL/1PG EDITORIAL	COCA COLA (MINUTEMAID)	
4/00/84			
2C	SANSUI (STEREO COMPONENTS)	PHILIP MORRIS (MARLBORO)	
3C	ANHEUSER BUSCH (CORP)	KODAK	
BC	B&W (KOOL)	B&W (KOOL)	
CS	PHILIP MORRIS (MARLBORO)	EDIT.&BEST FOODS (MAZOLA)	
5/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	ANHEUSER-BUSCH (KEY RING)	U.S. NAVY	
BC	RJR (CAMEL)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	PHILIP MORRIS (MARLBORO)	
6/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	ANHEUSER-BUSCH (MICHELOB)	U.S. NAVY	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	RICOH (XR-P CAMERA)	EDITORIAL	
7/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	ANHEUSER-BUSCH (MICHELOB)	NAVY	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDIT/GEN MILLS(HAMB. HLPR)	EDITORIAL	
8/00/84			
2C	ANHEUSER-BUSCH (BUD LIGHT)	PHILIP MORRIS (MARLBORO)	
3C	US ARMY(ARMY FAMILY PLAN)	KODAK (FILM)	
BC	RJR (CAMEL)	B&W (RALEIGH/BELAIR)	
CS	EDIT.&BELITZ PUB.(COURSES)	EDITORIAL	
9/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	NAVY (RECRUITING)	ARMY (REENLIST IN ARMY)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	GENERAL ELEC. (STEREO)	EDIT.& 1/2PG.MCILHENNY CO.	
10/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	ARMY (FAMILY ACTION PLAN)	ARMY (REENLIST)	
BC	RJR (CAMEL)	B&W (RALEIGH/BELAIR)	
CS	GM (CEREAL) EDITORIAL	RALSTON-PURINA (DOG FOOD)	
11/00/84			
2C	LENOX (CHINA & CRYSTAL)	PHILIP MORRIS (MAR.)(+PGI)	
3C	NAVY (RECRUITING)	NAVY (CAREER COUNSELOR)	
BC	U HAUL (MOVING WITH UHAUL)	B&W (KOOL)	
CS	EDIT/1/4 BLACK & DECKER	EDIT. & PLEASANTVILLE PLAN	
12/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	RCA(VIDEO CAMERA/RECORDER)	NAVY (CAREER COUNSELORS)	
BC	RJR (CAMEL)	B&W (RALEIGH/BELAIR)	
CS	1PG EDIT/1PG BOSE (STEREO)	B&W (KOOL)	

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OMNI

	1985	1984	198
1/00/84			
2C	PHILIP MORRIS (PLAYERS)	AT&T (LONG DISTANCE)(+PG1)	
3C	P&G (HEAD & SHOULDERS)	PUERTO RICAN RUMS(RUM)	
BC	NISSAN (SENTRA)	NISSAN (PULSAR NX)	
CS	PHILIP MORRIS (MERIT)	RJR (WINSTON)	
2/00/84			
2C	RJR (WINSTON)	PHILIP MORRIS (MARLBORO)	
3C	HITACHI (VIDEO EQUIP.)	CADILLAC	
BC	CANON (ELECTRONIC PRODS.)	CANON (A-1)	
CS	PHILIP MORRIS (MARLBORO)	FORD (MERCURY TOPAZ)	
3/00/84			
2C	RCA (COLOR TRACK 2000) SP	HONDA (MOTORCYCLE) (+PG1)	
3C	HEUBLEIN (SMIRNOFF)	DEKUYPER (SCHNAPPS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	CHRYSLER (LE BARON GTS)	EDITORIAL	
4/00/84			
2C	AMER TOBACCO(LUCKY STRIKE)	GRANT & SONS (FRANGELICO)	
3C	JOHN DEKUYPER (SCHNAPPS)	HEUBLEIN (SMIRNOFF VODKA)	
BC	TOYOTA (MR2)	TOYOTA (COROLLA)	
CS	HONDA (SABRE)	EDITORIAL	
5/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
3C	HITACHI (ELECTRONIC PRODS)	RJR (WINSTON)	
BC	B&W (KOOL)	TOYOTA (TERCEL)	
CS	RJR (VANTAGE)	RJR (CAMEL)	
6/00/84			
2C	PANASONIC (VHS VIDEO REC.)	TECHNICS (CASSETTE DECKS)	
3C	NAKAMICHI(STEREO COMPONTS)	FORD (ESCORT)	
BC	SEAGRAM DIST.(CROWN ROYAL)	GEN. WN&SPT (CHIVAS REGAL)	
CS	RJR (VANTAGE)	RJR (CAMEL)	
7/00/84			
2C	SAMSUNG (TV)	RJR (CAMEL)	
3C	DOLBY LABS (ULTRX)	VAN MUCHNING (HEINEKEN)	
BC	TOYOTA (MR2)	TOYTOTA	
CS	RJR (STERLING)	APPLE COMPUTER	
8/00/84			
2C	RJR (STERLING) SP	RJR (CAMEL)	
3C	AT+T (LONG DISTANCE)	HEUBLEIN (SMIRNOFF VODKA)	
BC	KODAK (FILM)	KODAK (KODACOLOR FILM)	
CS	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
9/00/84			
2C	JULIUS WILE (B&B LIQUER)	PHILIP MORRIS (PLAYERS)	
3C	RJR (CAMEL)	RJR (SALEM)	
BC	SARONNO (AMARETTO)	SEAGRAM&7UP TOGETHER	
CS	RJR (SALEM)	JEEP	
10/00/84			
2C	GT PHILIP MORRIS (MARL)	PHILIP MORRIS (MERIT)	
3C	AT&T (TECHNOLOGY) SP	KODAK (KODAK PAPER)	
BC	SAMSUNG (VHS)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	TOYOTA (CELICA) GATE	LORILLARD (TRUE)	
3C	CARILLON (ABSOLUT VODKA)	PALMER&LORD (SAMBUCA)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	CHRYSLER (DODGE DAYTONA)	EDIT. & COMPUSERVE	
12/00/84			
2C	PANASONIC (VHS) GATE	PANASONIC (VHS) (GT+PG1)	
3C	RJR (WINSTON)	PADDINGTON (J&B SCOTCH)	
BC	TECHNICS (AUDIO/VIDEO)	TECHNICS (DISC PLAYER)	
CS	RJR (VANTAGE)	APPLE COMPUTER	

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	1985	1984	198
1/00/84			
2C	DELETED FROM SCHEDULE	BANFF WEAR (GORETEX JACK.)	
3C	*******	FOX (MODEL B-SE GUN)	
BC	*******	VON FURSTENBERG (MENSWEAR)	
CS	*******	EDITORIAL	
2/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		EDITORIAL	
3/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		EDITORIAL	
4/00/84			
2C		EDITORIAL	
3C		SAVAGE (FOX SHOTGUN)	
BC		VON FURSTENBERG (MENSWEAR)	
CS		EDITORIAL	
5/00/84			
2C		GORETEX (SPORTWEAR)	
3C		SAVAGE (FOX SHOTGUN)	
BC		VON FURSTENBERG (MENSWEAR)	
CS		EDITORIAL	
6/00/84			
2C		BANFF WEAR (GORETEX)	
3C		SAVAGE (FOX SHOTGUN)	
BC		VON FURSTENBERG (MENSWEAR)	
CS		EDITORIAL	
7/00/84			
2C		DAK (TELEPHONE ANSWERERS)	
3C		VIDEO TAPES OF AMER(FILMS)	
BC		SAVAGE(FOX DOUBLE SHOTGUN)	
CS		EDITORIAL	
8/00/84			
2C		EDITORIAL	
3C		VIDEO-TAPES OF AMERICA	
BC		SAVAGE (GUN)	
CS		EDITORIAL	
9/00/84			
2C		DALE IND.(BEDSIDE BIG MO.)	
3C		DYNAMITE FILMS (FILMS)	
BC		SAVAGE (FOX SHOTGUN)	
CS		EDITORIAL	
10/00/84			
2C		NOT AVAILABLE	
3C		NOT AVAILABLE	
BC		NOT AVAILABLE	
CS		EDITORIAL	
11/00/84			
2C		DAK IND. (BEDSIDE BIG MO.)	
3C		VIDEO TAPES OF AMER.(FILM)	
BC		SAVAGE (GUNS)	
CS		EDITORIAL	
12/00/84			
2C		VIDEO TAPE OF AMER.(VIDEO)	
3C		VIDEO TAPE OF AMER.(VIDEO)	
BC		SAVAGE (GUNS)	
CS		EDITORIAL	

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OUTDOOR LIFE

	1985	1984	198
1/00/84			
2C	DURACELL (BATTERIES)	B&W (RALEIGH)	
3C	ONTARIO (ONTARIO TRAVEL)	U.S. NAVY	
BC	B&W (KOOL)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MAR.)(+PG1)	
3C	DUPONT (STREN CLASS)	CHEVEY (TRUCKS)	
BC	NISSAN (4X4 STANDARD)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
3/00/84			
2C	FORD (RANGER) 4PG UNIT	CASIO INC. (WATCHES)	
3C	OUTBOARD MARINE (MOTORS)	DEKUYPER (PEPPER SCHNAPPS)	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	NONE	NONE	
4/00/84			
2C	FORD (4X4 TRUCKS) SP	HONDA (ATC)	
3C	CHRYSLER (DODGE RAM 550)	DAIWA (RODS & REELS)	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	NONE	NONE	
5/00/84			
2C	CHAMPION (SPARK PLUGS)	WINCHESTER (AMMUNITION)	
3C	TOYOTA (SR5 TURBO)	SMITH & WESSON	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	NONE	NONE	
6/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MERIT)	
3C	MOTORCRAFT (SPARK PLUGS)	DUPONT (STREN FISHING LN.)	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	NONE	NONE	
7/00/84			
2C	PUERTO RICO (RUMS) SP	COLEMAN (CAMPING GEAR)	
3C	QUAKER STATE (MOTOR OIL)	HONDA (PORTABLE GENERATOR)	
BC	PHILIP MORRIS (MARLBORO)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
8/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS(MERIT)(+PG1)	
3C	JEEP (CHEROKEE)	WINCHESTER (SHOT SHELLS)	
BC	RJR (WINSTON)	RJR (CAMEL)	
CS	NONE	NONE	
9/00/84			
2C	COMMONWEALTH PR (RUM) SP	FED.CARTRIDGE (BULLETS)	
3C	NRA (CORP)	DEKUYPER (SCHNAPPS)	
BC	RJR (STERLING)	RJR (VANTAGE)	
CS	EDIT	NONE	
10/00/84			
2C	PHILIP MORRIS (MARLBORO)	FORD(PICKUP&RANGER) (+PG1)	
3C	SEAGRAM DIST (SEAGRAM 7)	SUZUKI (QUADRUNNERS)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
11/00/84			
2C	FORD (TRUCKS) SP	MENNEN (SPEED STICK)	
3C	DEKUYPER (APPLE SCHNAPPS)	FEDERAL (CARTRIDGES)	
BC	B&W (KOOL)	TOYOTA (4X4 SR-5)	
CS	NONE	NONE	
12/00/84			
2C	RALSTON PURINA (DOG FOOD)	PHILIP MORRIS (PLAYERS)	
3C	NAT. DIST. (WINDSOR CANA.)	WINCHESTER GROUP (BULLETS)	
BC	TOYOTA (SR5 XTRACAB TRUCK)	B&W (KOOL)	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

OUTSIDE

	1985	1984
1/00/84		
2C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MERIT)
3C	3M (THINSULATE INSULATION)	RJR (SALEM)
BC	RJR (CAMEL)	LEDERELE (SPARTUS VITAMIN)
CS	ALLEN-A (CLOTHING)	EDITORIAL
2/00/84		
2C	PHILIP MORRIS (MERIT)	COMBINED WITH JAN. ISSUE
3C	COLEMAN (OUTDOOR EQUIP.)	COMBINED WITH JAN. ISSUE
BC	RJR (CAMEL)	COMBINED WITH JAN. ISSUE
CS	EDITORIAL	
3/00/84		
2C	KAWASKI (LTD 454CC) SP	WILDERNESS EXP. (+PG1)
3C	AMC (CHEROKEE)	GORTEX (FABRICS)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	EDITORIAL	EDITORIAL
4/00/84		
2C	RJR (CAMEL) SP	RJR (CAMEL) (+PG1)
3C	TREK (BICYCLES)	DEKUYPER (SCHNAPPS)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
CS	NOVA SCOTIA TOURISM	ROYAL ROBBINS (CLOTHES)
5/00/84		
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (PLAYERS)
3C	CHRYSLER (DODGE RAM 50)	FORD (TRUCKS)
BC	RJR (CAMEL)	RJR (SALEM)
CS	EDITORIAL	EDITORIAL
6/00/84		
2C	RJR (CAMEL)	RJR (SALEM)
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
BC	KODAK (KODACOLOR VR200)	DUPONT (QUALLOFIL INSUL)
CS	ROYALEX (OLD TOWN CANOE)	EDITORIAL
7/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MAR.)(+PG1)
3C	KODAK (FILM)	FORD (4X4)
BC	RJR (SALEM)	RJR (CAMEL)
CS	EDITORIAL	EDITORIAL
8/00/84		
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS(MERIT)(+PG1)
3C	GOODYEAR (TIRES)	DEKUYPER (SCHNAPPS)
BC	RJR (SALEM)	RJR (CAMEL)
CS	EDITORIAL&GORETEX (FABRIC)	EDITORIAL
9/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)
3C	RJR (CAMEL)	DUPONT (QUALLOFIL INSUL.)
BC	OBERMEYER (SKIWEAR)	RJR (SALEM)
CS	RJR (SALEM)	ROYAL ROBBINS (CLOTHES)
10/00/84		
2C	WL GORE & ASSOC (FABRIC)	FORD (BRONCOS) (+PG1)
3C	BURLINGTON (JACKET)	PATAGONIA (CLOTHING)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
CS	EDITORIAL	EDITORIAL
11/00/84		
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MERIT)
3C	GORE TEX FABRIC (WOOLRICH)	LATOK (MOUNTAIN GEAR)
BC	RJR (CAMEL)	RJR (SALEM)
CS	JEEP (COMANCHE)	SUBARU (WAGON)
12/00/84		
2C	RJR (CAMEL)	RJR (SALEM)
3C	GORE & ASSOC. (TEX FABRIC)	MOSS BROWN (OUTDOOR GEAR)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)
CS	GM (CHEVY TRUCK S10)	EDITORIAL

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PENTHOUSE

	1985	1984	198
1/00/84			
2C	PANASONIC (VIDEO EQUIP) GT	JVC (HIGH FIDELITY SYSTEM)	
3C	SEAGRAM DISTILL. (V.O.)	SEAGRAM (SEAGRAM'S VO)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	RUMS OF PUERTO RICO (RUM)	PUERTO RICO (RUM)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (PALL MALL)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	RJR (CAMEL) SP	TOYOTA (XTRA CAB TRUCK)	
3C	B.E.L.-TRONICS(RADAR DET)	HEUBLEIN (SMIRNOFF VODKA)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	******	AMER. HONDA (MOTORCYCLES)	
3C	******	TOYOTA (XTRA CAB TRUCK)	
BC	******	AMER. TOBACCO (PALL MALL)	
CS	******	EDITORIAL	
5/00/84			
2C	MILLER BREW. (MILLER BEER)	PHILIP MORRIS(MAR)(GT+PG1)	
3C	GOLD RUMS OF PUERTO RICO	RUMS OF PUERTO RICO (RUM)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	MILLER BREW.(HIGH LIFE) GT	PHILIP MORRIS (B&H) (+PG1)	
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	RJR (STERLING) SP	RJR (CAMEL)	
3C	HEUBLEIN (SMIRNOFF)	HEUBLEIN (SMIRNOFF VODKA)	
BC	AMERICAN TOB. (LUCKY)	AMERICAN TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS(MERIT)(+PG1)	
3C	HONDA (SCOOTERS)	TOYOTA (TRUCK)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	SEAGRAM DIST. (V.O.)	SEAGRAM (SEAGRAM'S VO)	
3C	FABERGE' (BRUT 33)	SCHENLEY (DEWAR'S)	
BC	AMER (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	EDIT	EDITORIAL	
10/00/84			
2C	GT PHILIP MORRIS (MARL)	PANASONIC (VIDEO RECORDER)	
3C	HEUBLEIN (SMIRNOFF VODKA)	HEUBLEIN (SMIRNOFF VODKA)	
BC	AMERICAN TOBACCO (LUCKY L)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	LORILLARD (NEWPORT)	PANASONIC (VIDEO EQUIP.)	
3C	RENFIELD IMP. (PINCH)	SCHENLEY (DEWAR'S)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MERIT)	
3C	ALKO LTD (VODKA)	GEN.WN&SPT. (CHIVAS REGAL)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	

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PEOPLE

	1985	1984	19
1/09/84			
2C	PHILIP MORRIS (MERIT)	DODGE (CARAVAN) (GT)	
3C	P&G (ERA DETERGENT)	P&G (SECRET)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	COMMODORE (COMPUTER)	CHEVROLET (CAMARO)	
1/16/84			
2C	CHRYSLER (TRUCKS) GATE	RJR (VANTAGE)	
3C	CHRYSLER (DODGE LANCER) SP	CHEVROLET (CHEVETTE)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	NAT'L DAIRY BOARD (MILK)	AT&T	
1/23/84			
2C	B&W (KOOL)	B&W (KOOL)	
3C	OLDSMOBILE (DELTA 88)	OLDSMOBILE (CUTLASS)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
1/30/84			
2C	RJR (MORE)	RJR (VANTAGE)	
3C	HEUBLEIN (SMIRNOFF)	HEUBLEIN (SMIRNOFF VODKA)	
BC	B&W (KOOL)	B&W (BELAIR)	
CS	FORD (THUNDERBIRD)	RAGU' FOODS (RAGU')	
2/06/84			
2C	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
3C	NORWICH EATN(PEPTO BISMOL)	P&G (SECRET)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
CS	TWA (CORP)	DODGE (CARAVAN)	
2/13/84			
2C	B&W (KOOL)	B&W (RALEIGH)	
3C	GILLETTE CO (BODY FLOWERS)	GILLETTE (MINK SHAMPOO)	
BC	RJR (SALEM)	RJR (WINSTON)	
CS	FORD (BRONCO)	HALLMARK (CARDS)	
2/20/84			
2C	JOHN DEKUYPER (SCHNAPPS)	DEKUYPER & SON (SCHNAPPS)	
3C	SEAGRAM DISTILL. (V.O.)	GEN. WINE & SPIRITS	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	GM (CELEBRITY)	STOUFFER'S	
2/27/84			
2C	FORD (ESCORT TURBO GT)	FORD (ESCORT DIESEL)	
3C	P&G (HEAD & SHOULDERS)	CHLOROSEPTIC	
BC	AMER TOBACCO (CARLTON)	RJR (CARLTON)	
CS	STOUFFER (LEAN CUISINE)	LOUIS PHILIPPE-MONACO	
3/05/84			
2C	LORILLARD (NEWPORT) GATE	LORILLARD (KENT) (GT)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
BC	SEAGRAM DIST.(CROWN ROYAL)	SEAGRAM (SEAGRAM'S 7)	
CS	J&J (HALSA SHAMPOO)	EDITORIAL	

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	1985	1984	198
3/12/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
3C	LAMAUR (SHAMPOO & COND.)	MCNEIL LAB. (TYLENOL)	
BC	B&W (BARCLAY)	B&W (KOOL)	
CS	FORD (SUSPENSION)	NABISCO (COOKIES CONTEST)	
3/19/84			
2C	BRYSTOL-MYERS (EXCEDRIN)	W&A GILBEY LTD. (GIN)	
3C	MOTORCRAFT (FILTERS)	BUICK	
BC	P&G (HEAD & SHOULDERS)	B&W (RALEIGH)	
CS	YOUTH ST. ENT. (CLOTHES)	CIBA VISION (SOFT COLORS)	
3/26/84			
2C	VOLKSWAGEN (GTI)	DODGE (DAYTONA)	
3C	P&G (ERA DETERGENT)	P&G (SECRET)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (PLAYERS)	
CS	PHILIP MORRIS (MARLBORO)	MERLE NORMAN (COSMETICS)	
4/02/84			
2C	AT&T (COMMUNICATIONS)	BRISTOL-MYERS (DATRIL)	
3C	CHRYSLER (5/50 RELIANT)	PLYMOUTH (TURISMO 2.2)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	1PG EDIT/1PG NO NONSENSE	HIRAM WALKER (CAN. CLUB)	
4/09/84			
2C	B&W (KOOL)	B&W (BARCLAY)	
3C	NOXELL CORP (OPULENCE)	NOXELL (COVER GIRL MAKEUP)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	MATTEL (ANGEL BUNNY)	KMART (CAR STEREOS)	
4/16/84			
2C	GM (CAVALIER) SP	FORD (MUSTANG)	
3C	GM (BUICK CENTURY)	WHIRLPOOL (DISHWASHER)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	AT&T (LONG DISTANCE)	FOREIGN VINT. (AMARETTO)	
4/23/84			
2C	XEROX CORP (TEAM XEROX)	PHILIP MORRIS(MAR)(GT+PG1)	
3C	GM (ASTRO CHEVY VAN) SP	BUICK (ELECTRA)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	FORD (RANGER TRUCKS)	DISNEY WORLD (GT)	
4/30/84			
2C	PHILIP MORRIS (MARLBORO)	AVON (MAKEUP) (GT+PG1)	
3C	NOXELL (SKIN CLEANSER)	DODGE (OMNI GLH) (3CSP)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
CS	AMTRAK	PHILIP MORRIS (MERIT)	
5/07/84			
2C	FORD (ESCORT) GATE	RJR (STERLING)	
3C	GM (SAFARI)	VOLKSWAGEN (JETTA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	AMF(HEAD-GRAPHITE RACQUET)	KMART (K CARE AUTO CENTER)	

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PEOPLE

	1985	1984	19
5/14/84			
2C	CHRYSLER (VOYAGER)	FOREIGN VINT. (AMARETTO)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
BC	GILLETTE CO (SOFT & DRI)	GILLETTE (RIGHT GUARD)	
CS	ANHEUSER-BUSCH (BEER)	CORNING	
5/21/84			
2C	RJR (VANTAGE)	PHILIP MORRIS (PLAYERS)	
3C	B&W (KOOL)	B&W (BARCLAY)	
BC	KODAK (KODACOLOR VR200)	KODAK (VIDEO CASSETTE)	
CS	PUMA (SPORTSWEAR)	NIKON (CAMERA)	
5/28/84			
2C	LIFETIME SVC(CAR REPAIR)GT	HIRAM WALKER (CAN. CLUB)	
3C	FORD (ESCORT) SP	MCNEIL LABS (TYLENOL)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	CHARLES/RITZ(BAN D'SOLEIL)	STROH'S	
6/04/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
3C	SEAGRAM DIST.(CROWN ROYAL)	GEN. WN&SPT (CHIVAS REGAL)	
BC	LIGGETT (NEWPORT)	LORILLARD (SATIN)	
CS	1PG EDIT/1PG WESSON	MINNETONKA (CHECK-UP)	
6/11/84			
2C	B&W (KOOL)	B&W (VICEROY)	
3C	WHIRLPOOL (APPLIANCES)	TOYOTA (COROLLA)	
BC	RJR (STERLING)	RJR (STERLING)	
CS	P&G (TIDE)	SEARLE & CO. (NUTRASWEET)	
6/18/84			
2C	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
3C	ALMAY (MOISTURIZER)	HERSHEY FOODS (KISSES)	
BC	RJR (CAMEL)	RJR (STERLING)	
CS	PRUDENTIAL(LIFE INSURANCE)	CHESEBROUGH PONDS (RAVE)	
6/25/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
3C	TOYOTA (TRUCK)	NOXELL (COVER GIRL)	
BC	B&W (RALEIGH/BELAIR)	B&W (BARCLAY)	
CS	CHRYSLER (CARAVAN/VOYAGER)	APPLE (APPLE IIC COMPUTER)	
7/02/84			
2C	RJR (STERLING)	RJR (CAMEL)	
3C	NISSAN (STANZA WAGON)	LIPTON(WISH-BONE DRESSING)	
BC	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (MARLBORO)	
CS	XEROX (TEAM XEROX)	PLYMOUTH (VOYAGER)	
7/09/84			
2C	RJR (STERLING)	RJR (CAMEL)	
3C	B&W (KOOL)	B&W (VICEROY)	
BC	HEUBLEIN (SMIRNOFF VODKA)	HEUBLEIN (SMIRNOFF VODKA)	
CS	PHILIP MORRIS (B&H)	RJR (VANTAGE)	

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PEOPLE

	1985	1984	19
7/16/84			
2C	PHILIP MORRIS (MARLBORO)	FORD (4X4 PICK-UP)	
3C	VAN MUNCHING (HEINEKEN)	P&G (HEAD & SHOULDERS)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	AT&T (LONG DISTANCE)	CHAMPION	
7/23/84			
2C	LORILLARD (NEWPORT)	LORILLARD (SATIN)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
BC	NOXELL (NOXZEMA CLEANER)	NOXELL (NOXZEMA)	
CS	FORD (BRONCO & BRONCO II)	FORD (WAGONS)	
7/30/84			
2C	RJR (WINSTON)	RJR (CAMEL)	
3C	AAPRI COSMETICS (SCRUB)	GILLETTE (BODY FLOWERS)	
BC	W&A GILBEY (GILBEY'S GIN)	GILBEY (GILBEY'S GIN)	
CS	R&G (PRELL SHAMPOO)		
8/06/84			
2C	CLAIROL (SHAVER)	BRISTOL-MEYERS (NUPRIN)	
3C	P&G (CA	CLAIROL (SHAMPOO) (3CSP)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	K-MART (BUF-PUF)	PHILIP MORRIS (MARLBORO)	
8/13/84			
2C	B&W (BARCLAY)	B&W (BARCLAY)	
3C	HEUBLEIN (SMIRNOFF)	HUEBLEIN (SMIRNOFF VODKA)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	FORD (TRUCKS)	GEN. FOOD (MAXWELL HOUSE)	
8/20/84			
2C	RJR (CAMEL)	RJR (CAMEL)	
3C	CUTEX (MAKEUP)	MCNEIL (TYLENOL)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (CARLTON)	
CS	MATSUSHITA ELEC.(QUASARTV)		
8/27/84			
2C	K-MART SPGT	B&W (BARCLAY)	
3C	PHILIP MORRIS(PARLIMENT)SP	FORD (TEMPO)	
BC	AT+T (COMMUNICATIONS)	P&G (ERA)	
CS	SUBARU (XT COUPE)	SOUND WAVES(KIDS' CLOTHES)	
9/03/84			
2C	GM (OLDS CALAIS)	LORRILARD(TRUE)	
3C	THE GAP (PLAID SHIRTS)	W&A GILBEY (GIN)	
BC	PHILIP MORRIS (MERIT)	RJR (MERIT)	
CS	CHRYSLER (PROTECTION PL)	MERLE NORMAN (SKIN CARE)	
9/10/84			
2C	NOXELL (NOXZEMA)	NOXELL (EYE COLOR PENCIL)	
3C	MYERS & SON (RUM)	MYERS (MYERS'S RUM)	
BC	TOYOTA (TERCEL CAR)	B&W (VICEROY)	
CS	QUASAR (TV)	FORD	

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PEOPLE

	1985	1984
9/17/84		
2C	RJR (CAMEL)	CHRYSLER (CORP.) (GT+PG1)
3C	GILLETTE (SOFT & DRI)	CUISINART(FOOD PROC)(3CSP)
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (CARLTON)
CS	METROPOLITAN (INSURANCE)	FORD
9/24/84		
2C	JEEP (COMANCHE XLS) GATE	PHILIP MORRIS (B&H)
3C	B&W (KOOL)	B&W (BARCLAY)
BC	P&G (TIDE)	P&G (IVORY SHAMPOO)
CS	AMERICAN MOTORS (RENAULT)	VANDERBILT (FOR BATH)
10/01/84		
2C	PHILIP MORRIS (MARLBORO)GT	MCNEIL (TYLENOL)
3C	COMMONWEALTH PR (RUM) SP	COVER GIRL (MAKE UP)
BC	NOXELL (NOXZEMA)	B&W (VICEROY)
CS	FISHER (TV)	LORILLARD (KENT)
10/08/84		
2C	GT FORD (AEROSTAR)	DODGE (ARIES K) (GT)
3C	GM (CHEVY CAVALIER RS) SP	W.A. GILDEY (GIN)
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (VIRGINIA S)
CS	XEROX (TEAM XEROX)	COMMODORE (COMPUTER)
10/15/84		
2C	GATE CHRYSLER (VOYAGER)	B&W (RALEIGH/BELAIR)
3C	APPLE COMPUTERS (COMP.) SP	OLDSMOBILE (CUTLASS SUP)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)
CS	PHILIP MORRIS (V SLIMS)	SPECIAL ADV. SECTION
10/22/84		
2C	GATE TOYOTA (CELICA)	PHILIP MORRIS (PLAYERS)
3C	LORILLARD (KENT)	LORILLARD (TRUE)
BC	GILLETTE CO. (SOFT & DRI)	GILLETTE (SILKIENCE)
CS	FORD (MUSTANG)	OLDSMOBILE (CALAIS)
10/29/84		
2C	AMERICAN TOBACCO (LUCKY)	FISHER(TV&STEREO)(GT)
3C	SEAGRAM DIST. (V.O.)	FORD (RANGER) (3CSP)
BC	PROCTER & GAMBLE (SECRET)	B&W (KOOL)
CS	AMER. GREET. (CARE BEARS)	PHILIP MORRIS (B&H)
11/00/84		
2C	NO ISSUE	FORD (TEMPO) (+PG1)
3C	******	FORD (TEMPO) (3CSP)
BC	******	FORD (ESCORT)
CS	******	FORD
11/05/84		
2C	LORILLARD (KENT)	OLDSMOBILE (CUTL. CRUISER)
3C	B&W (KOOL)	B&W (VICEREOY)
BC	CAPTAIN MORGAN (RUM)	CAPTIN MORGAN (SPICED RUM)
CS	SEARS (TOWELS/BED SHEETS)	FORD (MERCURY LYNX)

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PEOPLE

	1985	1984	19(
11/12/84			
2C	PHILIP MORRIS (MARLBORO)	VOLKSWAGEN (GOLF)(GT+PG1)	
3C	HERSHEY (PEANUT BUTT. CUP)	FORD (RANGER) (3CSP)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (CARLTON)	
CS	GENERAL MILLS (BISQUICK)	MERLE NORMAN (SKIN CARE)	
11/19/84			
2C	SEAGRAM (VO)	VOLKSWAGEN (JETTA)(GT+PG1)	
3C	JEEP (COMMANCHE XLS)	OLDSMOBILE (FIRENZA)	
BC	HIRAM WALKER (LIQUER)	HIRAM WALKER (CAN. CLUB)	
CS	B DALTON (BOOKS)	B. DALTON (BOOKSELLER)	
11/26/84			
2C	GM (DELTA 88)	LORILLARD (TRUE)	
3C	PROCTOR & GAMBLE (TIDE)	P&G (HEAD & SHOULDERS)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	PADDINGTON (J&B SCOTCH)	KMART (SPORTS CENTER)	
12/03/84			
2C	CHRYSLER (4WD VISTA WAGON)	PANASONIC (VIDEO) (GT+PG1)	
3C	MCGREGOR(APPAREL/MEN/BOYS)	VOLKSWAGEN (JETTA) (3CSP)	
BC	PHILIP MORRIS (PARLIAMENT)	PHILIP MORRIS (VIRGINIA S)	
CS	ZALES (JEWELRY)	CBS (SOFTWARE)	
12/17/84			
2C	LEE (JEANS) GATE	SOUTHERN COMFORT (SO.COMF)	
3C	FORD (TAURUS & SABLE) SP	AT&T (LONG DISTANCE)	
BC	VAN MUNCHING (HEINEKEN)	LORILLARD (KENT)	
CS	SEARS ROEBUCK (100TH ANN.)	DODGE (LANCER)	
12/24/84			
2C	PANASONIC (VHS) GATE	CHRYSLER(LE BARON)(GT+PG1)	
3C	FORD (TAURUS) SP	GEN.WN&SPT. (CHIVAS)(3CSP)	
BC	PHILIP MORRIS (PLAYERS)	RJR (WINSTON)	
CS	K MART (DEPT. STORE)	RJR (SALEM)	
12/31/84			
2C	CHRYSLER (VOYAGER) GATE	COMBINED WITH 12/24 ISSUE	
3C	GM (CORP) SP	COMBINED WITH 12/24 ISSUE	
BC	RJR (WINSTON)	COMBINED WITH 12/24 ISSUE	
CS	PHILIP MORRIS (MARLBORO)		

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MAGAZINE COVER REPORT

PERFORMING ARTS

	1985	1984	198
1/00/84			
2C	IMPERIAL SAVINGS (CORP)	NISSAN	
3C	NISSAN (300ZX)	IMPERIAL SAVINGS BANK	
BC	AMERICAN TOB (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	IMPERIAL SAV.ASSOC. (CORP)	IMPERIAL SAVINGS BANK	
3C	GM (OLDSMOBILE)	OLDSMOBILE (TORONADO)	
BC	AMER TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	IMPERIAL SAV.ASSOC. (CORP)	IMPERIAL	
3C	PADDINGTON (J&B SCOTCH)	OLDSMOBILE (TORONADO)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	NISSAN (NISSAN 300ZX)	NISSAN (MAXIMA)	
3C	IMPERIAL SAV.ASSOC. (CORP)	AT&T	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	FORD (CONTINENTAL)	EDITORIAL	
5/00/84			
2C	IMPERIAL SAV.ASSOC. (CORP)	NISSAN (MAXIMA)	
3C	AT&T (COMMUNICATIONS)	AT&T	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	IMPERIAL SAV.ASSOC. (CORP)	NISSAN (MAXIMA)	
3C	AT&T (COMMUNICATIONS)	AT&T	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	NISSAN (300ZX)	IMPERIAL SAVINGS (SUPPORT)	
3C	AT&T (COMMUNICATIONS)	AT&T (CORPORATE)	
BC	AMERICAN TOB. (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	IMPERIAL SAVINGS (CORP)	IMPERIAL SAVINGS ASS.	
3C	AT+T (COMMUNICATIONS)	AT&T	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	IMPERIAL SAV. (FINANCIAL)	IMPERIAL SAVINGS (+FGI)	
3C	AT&T (COMMUNICATIONS)	AT&T (LONG DISTANCE)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDIT	EDITORAIL	
10/00/84			
2C	IMPERIAL SAVS (FINANCIAL)	IMPERIAL SAV. (BANK SERV)	
3C	GM (OLDSMOBILE 98 REGENCY)	1ST INTERSTATE BANK (CORP)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	IMPERIAL (FINANCIAL)	IMPERIAL SAVS. (BANK SERV)	
3C	PADDINGTON (BAILEYS)	PADDINGTON (J&B SCOTCH)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	IMPERIAL SAVS. (FINANCIAL)	IMPERIAL SAVINGS (CORP.)	
3C	PADDINGTON (BAILEYS)	REMY MARTIN (COGNAC)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	NISSAN (300ZX)	EDITORIAL	

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PHILADELPHIA

	1985	1984
1/00/84		
2C	BAMBERGERS (CLOTHES)	BAMBERGER'S
3C	VOLVO (700 SERIES)	CAESARS HOTEL CASINO
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
CS	NONE	NONE
2/00/84		
2C	VOLVO (760 GLE)	SHERATON-VALLEY FORGE
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	NONE	NONE
3/00/84		
2C	RESORTS INT'L CASINO HOTEL	RESORTS ATLANTIC CITY
3C	THE SOFA WORKS (SOFABED)	AND SO TO BED (STORE)
BC	JOHN WANAMAKER (SPTSWEAR)	WANAMAKERS (UNSUIT)
CS	NONE	NONE
4/00/84		
2C	JOHN WANAMAKER (SWIMWEAR)	THE CLARIDGE (HOTEL)
3C	PHILIP MORRIS (MARLBORO)	HAWAII VISITORS BUREAU
BC	GARDEN STATE PARK(RACETRK)	CHANEL (CHANEL NO. 5)
CS	NONE	NONE
5/00/84		
2C	VOLVO (700 SERIES WGN)+1/3	VOLVO (760 GLE)
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
BC	CARILLON IMP. (BOMBAY GIN)	CARILLON (BOMBAY GIN)
CS	NONE	NONE
6/00/84		
2C	PHILIP MORRIS (MARLBORO)	HARRAH'S (HOTEL & MARINA)
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)
BC	JOHN WANAMAKER (SWIMWEAR)	LONDON (CLOTHES)
CS	NONE	NONE
7/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
3C	ILLVA SARONNO (AMARETTO)	ST. GEORGE'S CLUB(BERMUDA)
BC	KOBRAND (BEEFEATER GIN)	KOBRAND (BEEFEATER GIN)
CS	NONE	NONE
8/00/84		
2C	HARRAH'S (HOTEL CASINO)	VOLVO (760 GLE)
3C	PHILIP MORRIS (MARLBORO)	SOFA WORKS (FURNITURE)
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)
CS	NONE	NONE
9/00/84		
2C	BAMBERGER'S (EVAN-PICONE)	CLARIDGE CASINO HOTEL
3C	JOHN WANAMAKER (SWEATERS)	W.V. ELLIOT (PICKLES GIN)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
CS	NONE	NONE
10/00/84		
2C	BAMBERGER'S (STORE)	BAMBERGER'S (CLOTHING)
3C	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)
BC	J WANAMAKER (SPORTSWEAR)	JOHN WANAMAKERS'S (STORE)
CS	NONE	NONE
11/00/84		
2C	GIMBELS (PARADE)	BAILEY BANK & BIDDLE JEWL
3C	JEAN LASSALE (WATCH)	VOLVO (760 GLE)
BC	FITNESS SOURCE (HOME GYM)	PALACE HOTEL (CORPORATE)
CS	NONE	NONE
12/00/84		
2C	JEAN LASSALE (WATCHES)	SANDS HOTEL & CASINO
3C	VOLVO (760 TURBO) SP	CALDWELL(THALASSA WATCHES)
BC	REMY MARTIN (COGNAC)	REMY MARTIN (COGNAC)
CS	NONE	NONE

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MAGAZINE COVER REPORT

PKUPS+MINI-TRKS

	1985	1984
1/00/84		
2C	RJR (CAMEL)	FORD (RANGER)
3C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (PLAYERS)
BC	TOYOTA (1985 4X4 SR5)	JEEP (CHEROKEE)
CS	EDITORIAL	EDITORIAL
2/00/84		
2C	NISSAN (NISSAN TRUCK)	NISSAN (4X4) (+PG1)
3C	RJR (WISTON)	RJR (WINSTON)
BC	C&C CO. (TRUCK ACCESS.)	DODGE (4X4)
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL
3/00/84		
2C	TOYOTA (TOYOTA TRUCK)	TOYOTA (XTRACABS)
3C	NAT'L DISTILL. (WINDSOR)	UNIROYAL (LAREDO S/R RAD)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MARLBORO (MARLBORO)
CS	MAZDA (B2000)	EDITORIAL
4/00/84		
2C	MOTORCRAFT (SPARK PLUGS)	FORD (BRONCO II)
3C	NISSAN (NISSAN TRUCK)	TOYOTA (XTRACAB TRUCK)
BC	RJR (CAMEL)	RJR (CAMEL)
CS	AMC (JEEP & CHEROKEE)	HONDA (HONDA LIGHTS)
5/00/84		
2C	B.F.GOODRICH (TIRES) SP	GOODRICH (RADIALS) (+PG1)
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)
BC	TOYOTA (STANDARD BED)	TOYOTA (TRUCK)
CS	PAW (ENGINE KITS & PARTS)	HONDA (XL600R)
6/00/84		
2C	NISSAN (KING CAB DELUXE)	NISSAN (4X4)
3C	TENNECO(MONROE GAS MAGNUM)	DODGE (4X4)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
CS	EDITORIAL	EDITORIAL
7/00/84		
2C	NO LONGER PUBLISHED	PHILIP MORRIS (MAR.)(+PG1)
3C	******	RJR (CAMEL)
BC	******	TOYOTA
CS	******	EDITORIAL
8/00/84		
2C	NO LONGER PUBLISHED	NISSAN (S/T LONG BED TRCK)
3C	******	TOYOTA (XTRACAB TRUCK)
BC	******	PHILIP MORRIS (MARLBORO)
CS	******	ASS'T. PRODUCTS
9/00/84		
2C	NO LONGER PUBLISHED	FORD (RANGER)
3C	******	JEEP (CHEROKEE) (3CSP)
BC	******	RJR (WINSTON)
CS	******	PIONEER (SUPERTUNER III)
10/00/84		
2C	NO LONGER PUBLISHED	RJR (WINSTON)
3C	******	ALLIED (FRAM OIL FILTERS)
BC	******	PHILIP MORRIS (MERIT)
CS	******	EDITORIAL
11/00/84		
2C	NO LONGER PUBLISHED	QUAKER STATE (OIL)
3C	******	TOYOTA (SR-5)
BC	******	PHILIP MORRIS (PLAYERS)
CS	******	PHILIP MORRIS (MARLBORO)
12/00/84		
2C	NO LONGER PUBLISHED	JEEP (CHEROKEE) (+PG1)
3C	******	NISSAN (KING CAB ST 4X4)
BC	******	PHILIP MORRIS (MERIT)
CS	******	EDITORIAL

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PLAYBILL

	1985	1984
1/00/84		
2C	LANCOME (BEAUTY TREATMNTS)	FABERGE (BRUT)
3C	DELTA (DREAM VACATIONS)	DELTA (LOW FLORIDA FARES)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)
2/00/84		
2C	LANCOME (BEAUTY TREATMNTS)	FABERGE (BRUT)
3C	DELTA (DREAM VACATIONS)	DELTA (DREAM VACATIONS)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)
CS	REVLON (CUSTOM EYES)	REVLON (COLLAGEN CREAM)
3/00/84		
2C	LANCOME (COLORS) SP	FABERGE (BRUT)
3C	DELTA (DREAM VACATIONS)	DELTA (DREAM VACATIONS)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)
CS	ULTIMA II (COLOR & LIGHT)	ULTIMA II (MAKEUP)
4/00/84		
2C	LANCOME (BEAUTY TREATMNTS)	FABERGE (TIGRESS COLOGNE)
3C	DELTA (DREAM VACATIONS)	DELTA (DREAM VACATIONS)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)
CS	REVLON (BIRD IN PARADISE)	ULTIMA II (MAKEUP)
5/00/84		
2C	LANCOME(CONQUETE DE SOLEIL	HANES (PANTYHOSE)
3C	DELTA (DREAM VACATIONS)	DELTA (DREAM VACATIONS)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)
CS	REVLON (MOON DROPS)	REVLON (COLOR)
6/00/84		
2C	LANCOME(CONQUETE DE SOLEIL	LAROCHE (DRAKKAR)
3C	AT&T (COMMUNICATIONS)	FORD (THUNDERBIRD)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)
CS	REVLON (MOON DROPS)	REVLON (COLOR)
7/00/84		
2C	COSMAIR(LANCOME SKIN CARE)	COSMAIR(LANCOME BTY CREME)
3C	DELTA AIRLINES (DREAM VAC)	DELTA (DREAM VACATIONS)
BC	AMERICAN TOB. (CARLTON)	AMERICAN TOBACCO (CARLTON)
CS	REVLON (MAKE-UP)	REVLON (CUSTOM EYES)
8/00/84		
2C	COSMAIR (LANCOME)	LANCOME (BEAUTY PRODUCTS)
3C	DELTA AIRLINE (VACATIONS)	FORD (THUNDERBIRD)
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)
CS	REVLON (MOON DROPS)	REVLON (COLOR)
9/00/84		
2C	COSMAIR (PARFUMES LANCOME)	COSMAIR (LANCOME)
3C	DELTA AIR (DREAM VACATION)	DELTA (DREAM VACATIONS)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)
CS	REVLON (LIPSTICK NAILPOL)	ULTIMA II (DESIGNER COLOR)
10/00/84		
2C	COSMAIR (MAGIC PARFUMS)	COSMAIR (MAGIE NOIRE)
3C	DELTA AIR (DREAM VACATION)	DELTA AIRLINES
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)
CS	REVLON (LIPSTICK/NAILPOL.)	REVLON (ALL-AMER. COLORS)
11/00/84		
2C	COSMAIR (LANCOME PERFUMES)	COSMAIR (MAGIE NOIRE PAR.)
3C	REMY MARTIN (REMY MARTIN)	JULIUS WILE (ASTI CINZANO)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)
CS	REVLON (CHARLIE PERFUME)	REVLON (PURE RADIANCE)
12/00/84		
2C	GUY LAROCHE (DRAKKAR NOIR)	GUY LAROCHE (DRAKKAR)
3C	ILLVA SARONNO (AMARETTO)	PADDINGTON (BAILEY'S)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)
CS	REVLON (FLEUR DE JONTUE)	REVLON (PURE RADIANCE)

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	1985	1984
1/00/84		
2C	FISHER (TV/STEREO) GATE	EDITORIAL
3C	GRAND-DAD DISTILL(BOURBON)	OLD GR. DAD DIST.(BOURBON)
BC	B&W (KOOL)	B&W (VICEROY)
CS	EDITORIAL	EDITORIAL
2/00/84		
2C	SEAGRAM DISTILLERS (V.O.)	AUSTIN NICHOLS (WILD TURK)
3C	RUMS OF PUERTO RICO (RUM)	NISSAN (SPORT TRUCK)
BC	RJR (WINSTON)	RJR (CAMEL)
CS	EDITORIAL	EDITORIAL (GT)
3/00/84		
2C	SEAGRAM DIST.(CROWN ROYAL)	SEAGRAM (SEAGRAM'S VO)
3C	DEKUYPER (APPLE SCHNAPPS)	HEUBLEIN (BLACK VELVET)
BC	B&W (KOOL)	B&W (BARCLAY)
CS	EDITORIAL	EDITORIAL (GT)
4/00/84		
2C	AMER TOBACCO(LUCKY STRIKE)	HONDA (MOTORCYCLE)(GT+PG1)
3C	GRAND-DAD DISTILL(BOURBON)	OLD GRAND-DAD (BOURBON)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	EDITORIAL	EDITORIAL
5/00/84		
2C	MILLER BREW(MILLER BEER)GT	HONDA (MOTORCYCLE)(GT+PG1)
3C	RJR (SALEM)	RJR (WINSTON)
BC	TOYOTA (4X4 SR5)	SONY (BETA HI-FI)
CS	EDITORIAL	EDITORIAL
6/00/84		
2C	CARLTON(ST.PAULI GRL BEER)	OLD GRAND-DAD (BOURBON)
3C	NISSAN (NISSAN 300ZX)	TOYOTA (TRUCKS)
BC	BUCKINGHAM (CUTTY SARK)	4C DIAMONDS (DIAMONDS)
CS	EDITORIAL	EDITORIAL
7/00/84		
2C	MILLER (MILLER) GATE	AMERICAN TOBACCO (LUCKY)
3C	RJR (SALEM)	RJR (CAMEL)
BC	HEUBLEIN (SMIRNOFF)	HEUBLEIN (SMIRNOFF VODKA)
CS	EDITORIAL	EDITORIAL
8/00/84		
2C	HUDSON'S BAY(LABATT'SBEER)	PHILIP MORRIS(MERIT)(+PG1)
3C	HEUBLEIN (SMIRNOFF)	TOYOTA (TRUCK)
BC	RJR (STERLING)	RJR (CAMEL)
CS	EDITORIAL	EDITORIAL
9/00/84		
2C	NATL DISTILLERS (GIBLEY'S)	LORILLARD (TRUE) (+PG1)
3C	NATL DIST. (OLD GRAND DAD)	OLD GRAND-DAD (BOURBON)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
CS	EDIT	EDITORIAL (GT)
10/00/84		
2C	GT PHILIP MORRIS (MARL)	PUERTO RICO (GOLD RUMS)
3C	SCHENLEY (DEWAR'S)	MINOLTA (X700 CAMERA)
BC	AMERICAN TOBACCO (LUCKY L)	AMERICAN TOBACCO (CARLTON)
CS	NONE	EDITORIAL (GT)
11/00/84		
2C	SCHENLEY (DEWAR'S)	SEAGRAM (SEAGRAM'S VO)
3C	HIRAM WALKER (CAN. CLUB)	HEUBLEIN (SMIRNOFF VODKA)
BC	AMERICAN TOBACCO (LUCKY)	PHILIP MORRIS (MARLBORO)
CS	EDITORIAL	EDITORIAL (GT)
12/00/84		
2C	PANASONIC (VCR) GATE	PANASONIC (VIDEO) (GT+PG1)
3C	ANHEUSER BUSCH (MICHELOB)	B&W (VICEROY)
BC	SEAGRAM (SEAGRAM 7)	SEAGRAM (ROYAL CROWN)
CS	NONE	EDITORIAL (GT)

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PLAYGIRL

	1985	1984	198
1/00/84			
2C	LORILLARD (NEWPORT)	LE GAMBRI (CLOTHES STORE)	
3C	MARTIN LAWRENCE GALLERIES	NOT AVAILABLE	
BC	CASIO (KEYBOARD)	B&W (BARCLAY)	
CS	EDITORIAL	EDITORIAL (GT)	
2/00/84			
2C	LORILLARD (NEWPORT)	NOT AVAILABLE	
3C	MARTIN LAWRENCE GALLERIES	LE GAMRI (CLOTHES STORE)	
BC	PARFUMS DE COEUR(BDY SPRY)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	MARTIN LAWRENCE GALLERIES	NINJA PARFUM	
3C	PAPER MOON (IMAGES)	NOT AVAILABLE	
BC	CASIO (MUSICAL INSTRUMENT)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	FAITHFULLY YOURS(LOUNGEWR)	LE GAMBRI (CLOTHES STORE)	
3C	EUROTAN INT'L (CORP)	PAPER MOON (GREETING CARD)	
BC	B&W (BARCLAY)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
5/00/84			
2C	MEM CO. (MUSK COLOGNE)	LE'GAMBI (CLOTHES STORE)	
3C	MARTIN LAWRENCE GALLERIES	PAPER MOON (GEETING CARDS)	
BC	LORILLARD (NEWPORT)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	MARTIN LAWRENCE GALLERIES	ENGLISH LEATHER (MUSK)	
3C	MEM CO. (MUSK COLOGNE)	PAPER MOON (GREETING CARD)	
BC	CASIO (RADIO CARD)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL (GT)	
7/00/84			
2C	TANNING RESEARCH(TROPIC)	JOVAN (MUSK FOR MEN)	
3C	LORILLARD (NEWPORT)	CONAIR (COLD/HOT PACK)	
BC	ISUKU (IMPULSE)	LORILLARD (SATIN)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	PARFUMDECOER (BODY SPRAY)	MARTIN LAWRENCE GALLERIES	
3C	LATTUGA (HERS SHAVING CRM)	PAPER MOON GRAPHIC (CARDS)	
BC	ISUKU (I MARK)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	PARFUM DE COSUR (BD SPRAY)	ON TV (NEW TV STATION)	
3C	TOWLE (STERLING SILVER)	PAPER MOON GRAPHIC (CARDS)	
BC	CASIO INC. (WATCHES)	B&W (BARCLAY)	
CS	EDITORIAL	EDITORIAL	
10/00/84			
2C	USA LENS (CONTACT LENS)	MARTIN LAWRENCE GALLERIES	
3C	GIORGIO (PRIMO COLOGNE)	ON TV (TV ENTERTAINMENT)	
BC	ISUZU (TURBO IMPULSE)	PARFUMS DE COEUR(BDY SPRY)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	MEM CO (MUSK COLOGNE)	MEM CO. (ENGLISH LEATHER)	
3C	LATTUGA (HERS-SHAVE CREAM)	MARTIN LAWRENCE GALLERIES	
BC	ISUZU (TURBO IMPULSE)	PARFUMS DE COEUR (NINJA)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	DOUBLEDAY (MEMBERSHIP) SP	MEM CO. (ENGLISH LEATHER)	
3C	CASIO (PORTABLE KEYBOARD)	MARTIN LAWRENCE GALLERIES	
3C	CERVECERIO MOCTEZUMA(BEER)	CASIO (ELEC.MUSICAL INST.)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

POP. MECHANICS

	1985	1984
1/00/84		
2C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MARLBORO)
3C	YAMAHA (OUTBOARD MOTORS)	FORD (TEMPO)
BC	RJR (WINSTON)	RJR (CAMEL)
CS	NONE	NONE
2/00/84		
2C	PHILIP MORRIS(MARLBORO)SP	PHILIP MORRIS (MAR.)(+PG1)
3C	RJR (WINSTON)	RJR (VANTAGE)
BC	TOYOTA (STANDARD BED)	TOYOTA (TRUCKS)
CS	NONE	NONE
3/00/84		
2C	FORD (4X4 PICKUP TRUCK) SP	FORD (BRONCO II)
3C	CHRYSLER (DODGE TRUCK)	ROCKWELL INT. (SAW&WK DSK)
BC	B&W (KOOL)	B&W (KOOL)
CS	NONE	NONE
4/00/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
3C	NISSAN (1985 LONG BED)	NISSAN (LONG BED)
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (PALL MALL)
CS	NONE	NONE
5/00/84		
2C	FORD (4X4 TRUCKS) SP	PHILIP MORRIS (PLAYERS)
3C	KAWASAKI (BAYOU 185)	ISUZU (P'UPS)
BC	RJR (VANTAGE)	RJR (STERLING)
CS	NONE	NONE
6/00/84		
2C	FORD (ESCORT) SP	B&W (KOOL)
3C	CHRYSLER (550 RAM TRUCK)	DODGE (TRUCKS)
BC	RJR (VANTAGE)	RJR (STERLING)
CS	NONE	NONE
7/00/84		
2C	******	CHEVROLET (TRUCKS)
3C	******	FORD (RANGER)
BC	******	B&W (KOOL)
CS	******	NONE
8/00/84		
2C	RJR (VANTAGE)	RJR (CAMEL) (+PG1)
3C	CHAMPION (SPARK PLUGS)	GM (DETROIT DIESEL 6.2L)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)
CS	NONE	NONE
9/00/84		
2C	STANLEY (TOOLS)	KUBOTA TRACTOR (LAWNMOTOR)
3C	MOTORCRAFT (PARTS)	MOTORCRAFT (SPARK PLUGS)
BC	RJR (WINSTON)	RJR (VANTAGE)
CS	NONE	NONE
10/00/84		
2C	CHRYSLER (RAM CHARGER) SP	ISUZU (CORPORATE)
3C	UNIROYAL (TIRES)	UNIROYAL (TIRES)
BC	B&W (KOOL)	B&W (KOOL)
CS	NONE	NONE
11/00/84		
2C	FORD (4WHEELERS TRUCKS) SP	FORD (RANGER&PICKUP)(+PG1)
3C	MOTORCRAFT (PARTS FOR CAR)	CANON (DECKMATE VHS)
BC	GM (PONTIAC PARISIENNE)	GM (GRAND PRIX)
CS	NONE	NONE
12/00/84		
2C	FORD (THUNDERBIRD) SP	FORD (PICK-UP) (+PG1)
3C	TOYOTA (ONE TON TRUCK)	TOYOTA (PICK-UP)
BC	FIRST ALERT (FLASHLIGHT)	RJR (WINSTON)
CS	NONE	NONE

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	1985	1984	198
1/00/84			
2C	PENTAX CORP. (CAMERAS)	PENTAX	
3C	EASTMAN KODAK (POLYFIBERS)	RICOH	
BC	MINOLTA CORP(MINOLTA X700)	MINOLTA	
CS	NONE	NONE	
2/00/84			
2C	PENTAX CORP. (CAMERAS) SP	PENTAX	
3C	OLYMPUS (CAMERA)	OLYMPUS	
BC	MINOLTA CANADA (MINOLTA)	MINOLTA	
CS	NONE	NONE	
3/00/84			
2C	PENTAX (CAMERAS & ACCESS.)	PENTAX	
3C	KODAK (EKTACHROME 100)	RICHOH	
BC	RICOH (XR-P CAMERA)	MINOTLA	
CS	NONE	NONE	
4/00/84			
2C	PENTAX (CAMERAS & ACCESS.)	PENTAX	
3C	KYOCERA INT'L (CONTAX)	OLYMPUS	
BC	MINOLTA (MAXXUM AUTOFOCUS)	MINOLTA	
CS	NONE	NONE	
5/00/84			
2C	PENTAX(CAMERAS & ACCESS)SP	PENTAX (+PG1)	
3C	LEITZ (LEICA R4S)	OLYMPUS	
BC	RICOH CORP. (CAMERAS)	MINOLTA (X-700)	
CS	NONE	NONE	
6/00/84			
2C	PENTAX (A3000 CAMERA) SP	PENTAX (+PG1)	
3C	OLYMPUS (CAMERA)	LERCO	
BC	MINOLTA (MAXXUM CAMERA)	MINOLTA	
CS	NONE	NONE	
7/00/84			
2C	PENTAX (CAMERA) SP	PENTAX (CAMERA) (+PG1)	
3C	RICOH (CAMERA)	OLYMPUS (CAMERA)	
BC	MINOLTA (CAMERA)	MINOLTA (CAMERA)	
CS	NONE	NONE	
8/00/84			
2C	CANON (CAMERA)	PENTAX (CAMERA) (+PG1)	
3C	OLYMPUS (CAMERA)	OLYMPUS (CAMERA)	
BC	MINOLTA (MAXXUM)	MILOLTA (CAMERA X-700)	
CS	NONE	NONE	
9/00/84			
2C	******	PENTAX (CAMERA) (+PG1)	
3C	******	RICOH (CAMERA)	
BC	******	MINOLTA (X700 CAMERA)	
CS	******	NONE	
10/00/84			
2C	CANON (T70 CAMERA) SP	PENTAX (CAMERAS) (+PG1)	
3C	RICOH CORP (XR-P CAMERA)	YASHICA INT. (CAMERAS)	
BC	MINOLTA (MAXXUM CAMERA)	MINOLTA (XS70 CAMERA)	
CS	NONE	NONE	
11/00/84			
2C	CANON (T80 CAMERA) SP	PENTAX (CAMERAS) (+PG1)	
3C	RICOH (KR 30 SP CAMERA)	OLYMPUS (OM-4 CAMERA)	
BC	MINOLTA (MAXXUM 9000)	MINOLTA (X-700 CAMERA)	
CS	NONE	NONE	
12/00/84			
2C	NIKON (N2000) SP	PENTAX (CAMERAS) (+PG1)	
3C	RICOH (KR 30 SP CAMERA)	OLYMPUS (OM-4)	
BC	MINOLTA (MAXXUM CAMERA)	MINOLTA (X-700)	
CS	NONE	NONE	

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	1985	1984	19
1/00/84			
2C	RJR (WINSTON) SP	RJR (WINSTON) (+PG1)	
3C	RJR (CAMEL)	FORD (TRUCKS)	
BC	NISSAN (THE MORE TRUCK)	B&W (KOOL)	
CS	NONE	NONE	
2/00/84			
2C	RJR (WINSTON)	RJR (VANTAGE)	
3C	DELCO ELECTRONICS(EQUALZR)	FORD (RANGER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
3/00/84			
2C	MERCURY OUTBD.(MOTORS) SP	MERCURY (OUTBOARDS) (+PG1)	
3C	NISSAN (LONG BED TRUCK)	NISSAN (TRUCKS)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
4/00/84			
2C	FORD (LTD)	HONDA (GENERATORS)	
3C	NAPA (NAPA PARTS)	FORD (TRUCKS)	
BC	GM (OLDSMOBILE)	B&W (KOOL)	
CS	NONE	NONE	
5/00/84			
2C	FORD (TEMPO) SP	AMER. TOBACCO (PALL MALL)	
3C	CHRYSLER (550 RAM TOUGH)	CHEVY (TRUCKS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
6/00/84			
2C	LIGGETT GROUP (STRIDE)	KODAK (PAPER)	
3C	CHRYSLER (RAM 50 SPORT)	CHEVY (TRUCKS)	
BC	HONDA (POWER EQUIPMENT)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
7/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MARLBORO)	
3C	CHRYSLER (TRUCKS)	FORD (TRUCKS)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	NONE	NONE	
8/00/84			
2C	RJR (WINSTON)	RJR (CAMEL) (+PG1)	
3C	RJR (VANTAGE)	NISSAN (TRUCKS)	
BC	ISUZU (BAJA 1000)	CANON (CAMERA)	
CS	NONE	NONE	
9/00/84			
2C	RJR (STERLING) SP	RJR (VANTAGE) (+PG1)	
3C	TOYOTA (STAND. BED TRUCK)	TOYOTA (SR5 SPORT TRUCK)	
BC	COMMODORE (COMPUTER 128)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
10/00/84			
2C	GA/PAC (BLDG MATERIALS) SP	RJR (STERLING)	
3C	NAPA (CAR PARTS)	MICHELEN (TIRES)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
11/00/84			
2C	CHRYSLER (DODGE TRUCK) SP	AMERICAN TOBACCO (LUCKY)	
3C	TOYOTA (ONE TON TRUCK)	TOYOTA (PICK-UP)	
BC	RJR (STERLING)	RJR (WINSTON)	
CS	NONE	NONE	
12/00/84			
2C	APPLE COMP. (PER. COMP.)SP	FORD (TEMPO) (+PG1)	
3C	SONY (HANDYCAM CAMERA)	GMC (4X4 PICK-UP)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	

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	1985	1984	196
1/00/84			
2C	RJR (STERLING)	CHRYSLER (HORIZON)	
3C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (MERIT)	
BC	JHIRMACK (HAIR PREPS)	NISSAN (PULSAR)	
CS	EDITORIAL		
2/00/84			
2C	PHILIP MORRIS (MERIT)	RJR (BRIGHT) (+PG1)	
3C	HEUBLEIN INC. (SMIRNOFF)	AMER. MOTORS (RENAULT)	
BC	RJR (MORE)	RJR (VANTAGE)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
3/00/84			
2C	MITSUBISHI (COLT)	GM (QUALITY AUDIT TEAMS)	
3C	US COMM. ENERGY AWARENESS	U.S. (NUCLEAR WASTE DIS.)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NEWSWEEK (MAGAZINE)	FORD (MERCURY TOPAZ)	
4/00/84			
2C	RJR (MORE)	RJR (BRIGHT)	
3C	HEUBLEIN (CUERVO ESPECIAL)	RENAULT (FUEGO)	
BC	GM (INNER SHEILD WINDSHLD)	SEAGRAM (SEAGRAM'S VO)	
CS	EDITORIAL	EDITORIAL	
5/00/84			
2C	HORN ABBOTT(TRIVL PURSUIT)	RJR (STERLING) (+PG1)	
3C	RJR (MORE)	RJR (VANTAGE)	
BC	CHRYSLER (COLT)	SEAGRAM (SEAGRAM'S VO)	
CS	RJR (VANTAGE)	FORD (QUALITY TRUCKS)	
6/00/84			
2C	RJR (VANTAGE) SP	MERCURY (LYNX) (+PG1)	
3C	RJR (MORE)	RJR (VANTAGE)	
BC	HEUBLEIN (SMIRNOFF)	SEAGRAM (SEAGRAM'S VODKA)	
CS	1PG EDIT/1PG PSY TDY TAPES	RJR (STERLING)	
7/00/84			
2C	RJR (VANTAGE)	RJR (VANTAGE) (+PG1)	
3C	CHRYSLER (COLT)	WALDENBOOKS (BOOKS)	
BC	RJR (STERLING)	RJR (STERLING)	
CS	PHILIP MORRIS (B&H)	EDITORIAL	
8/00/84			
2C	RJR (STERLING) SP	GEN. FOODS (GRAVY TRAIN)	
3C	U.S.COMM.ENERGY AWARENESS	RJR (STERLING)	
BC	AMERICAN TOB (CARLTON)	DODGE	
CS	PHILIP MORRIS (B&H)	EDITORIAL	
9/00/84			
2C	RJR (STERLING) SP	RJR (MORE)	
3C	VIKIN FJORD (VODKA)	WALDENBOOKS (BOOKS)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	SMITH CORONA (TYPEWRITER)	RJR (VANTAGE)	
10/00/84			
2C	MYERS & SON (RUM)	SPROUT (GAMES) (+PG1)	
3C	COCA COLA (DIET COKE)	OLDSMOBILE (CALAIS)	
BC	RJR (MORE)	RJR (MORE)	
CS	RJR (VANTAGE)	IBM (SECURITY SYSTEMS)	
11/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MERIT)	
3C	RJR (MORE)	RJR (VANTAGE)	
BC	TOYOTA (86 CELICA)	PADDINGTON(BAILEY'S CREAM)	
CS	AMERICAN MOTORS (RENAULT)	RENAULT (ALLIANCE)	
12/00/84			
2C	AMERICAN TOBACCO (CARLTON)	SELCHOW&RIGHTER (SCRABBLE)	
3C	VIKIN FJORD (VODKA)	PADDINGTON (J&B SCOTCH)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	IBM (WRITING TO READ SYS.)	RJR (MORE)	

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REDBOOK

	1985	1984	198
1/00/84			
2C	CLAIROL (COLOR FOAM) SP	CLAIROL (ULTRA BLOND)	
3C	PERSONAL PRODS (ASSURE)	PERSONAL PROD. (CAREFREE)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
2/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	P&G (ALWAYS MAXI PADS)	RICHARDSON-VICKS(OIL OLAY)	
BC	RJR (SALEM)	RJR (VANTAGE)	
CS	NONE	NONE	
3/00/84			
2C	CLAIROL (FINAL NET) SP	CLAIROL (CONDITION) (+PG1)	
3C	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
BC	P&G (DUNCAN HINES)	P&G (DUNCAN HINES)	
CS	NONE	NONE	
4/00/84			
2C	CLAIROL (NICE 'N EASY) SP	CLAIROL (ULTRA) (+PG1)	
3C	P&G (DUNCAN HINES)	P&G (DUNCAN HINES)	
BC	RJR (NOW)	RJR (NOW)	
CS	NONE	NONE	
5/00/84			
2C	ARMSTRONG (SOLARIAN) SP	ARMSTRONG (SOLARIAN FLOOR)	
3C	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
BC	P&G (LILT)	MAYBELLINE (BRUSH/BLUSH)	
CS	NONE	NONE	
6/00/84			
2C	CLAIROL (NICE 'N EASY) SP	CLAIROL (SHAMPOO) (+PG1)	
3C	WHITEHALL LABS (ADVIL)	KODAK (TRIMPRINT CAMERA)	
BC	RJR (VANTAGE)	RJR (VANTAGE)	
CS	NONE	NONE	
7/00/84			
2C	CLAIROL (HAIR CARE)	CLAIROL (SHAMPOO) (+PG1)	
3C	AMERICAN TOB. (CARLTON)	AMERICAN TOBACCO (CARLTON)	
BC	P&G (LILT)	P&G (ERA)	
CS	NONE	NONE	
8/00/84			
2C	CLAIROL (MISS CLAIROL) SP	NONEEY&JAMES (POLY VI SOL)	
3C	BEATRICE (WESSON OIL)	PET INC. (TACO SHELLS)	
BC	RJR (STERLING)	RJR (STERLING)	
CS	NONE	NONE	
9/00/84			
2C	DRACKETT (ENDUST)	BRISTOL-MYERS (NUP.)(+PG1)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
BC	PROCTOR & GAMBLE (PRELL)	P&G (IVORY SHAMPOO)	
CS	NONE	NONE	
10/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	P&G (DAWN)	P&G (ERA)	
BC	RJR (VANTAGE)	RJR (SALEM)	
CS	NONE	NONE	
11/00/84			
2C	ARMSTRONG (FLOOR) GATE	ARMSTRONG(SWEEPSTK.)(+PG1)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
BC	PROCTOR & GAMBLE (TIDE)	P&G (DUNCAN HINES)	
CS	NONE	NONE	
12/00/84			
2C	REVLON (CHARLIE) SP	BRISTOL-MYERS(NUP.) (+PG1)	
3C	PROCTOR & GAMBLE (TIDE)	P&G (DUNCAN HINES)	
BC	RJR (SALEM)	RJR (SALEM)	
CS	NONE	NONE	

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ROAD & TRACK

	1985	1984	1983
1/00/84			
2C	CHRYSLER (LE BARON) GATE	RJR (WINSTON) (+PG1)	
3C	TOYOTA (TOYOTA MR2)	TOYOTA (COROLLA)	
BC	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MERIT)	
CS	VOLKSWAGEN (GOLF) GATE	NISSAN (300 ZX)	
2/00/84			
2C	GM (CHEVROLET) GATE	PHILIP MORRIS (MAR.)(+PG1)	
3C	TOYOTA (CELICA GTS)	TOYOTA (4X4)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	VOLKSWAGEN (GTI) GATE	ALFA ROMEO (ALFA ROMEO)	
3C	TOYOTA (MR2) SP	TOYOTA (TECH) (3CSP)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	GOODRICH(HIGH TECH RADIAL)	
4/00/84			
2C	RJR (CAMEL)	DODGE (DAYTONA) (GT)	
3C	TOYOTA (TOYOTA MR2)	TOYOTA (SUPRA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	PORSCHE (PORSCHE 928)	GOODRICH(HIGH TECH RADIAL)	
5/00/84			
2C	RALPH LAUREN (POLO) SP	NISSAN (200 SX) (+PG1)	
3C	STP (SON OF A GUN)	TOYOTA (COROLLA)	
BC	ANHEUSER-BUSCH (MICHELOB)	ALL BRAND (MOOSEHEAD BEER)	
CS	FORD (THUNDERBIRD)		
6/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	MENNEN (SPEED STICK)	
3C	TOYOTA (TOYOTA MR2) SP	TOYOTA (TECH) (3CSP)	
BC	JAGUAR CARS (XJ-S)	VAN MUNCHING (HEINEKEN)	
CS	CHRYSLER (TURBOS)	ADVERTISING SUPPLEMENT	
7/00/84			
2C	RALPH LAUREN (GLASS) SP	RJR (WINSTON)	
3C	TOYOTA (MR2)	BMW	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	VOLKSWAGEN (JETTA)	FORD (LTD)	
8/00/84			
2C	RJR (WINSTON)	SONY (STEREO)	
3C	TOYOTA (SR5 TURBO)	TOYOTA (TECH)	
BC	RJR (SALEM)	RJR (CAMEL)	
CS	FORD (MOTORSPORTS)	EDITORIAL	
9/00/84			
2C	******	RJR (CAMEL) (+PG1)	
3C	******	TOYOTA (TECH) (3CSP)	
BC	******	RJR (SALEM)	
CS	******	EDITORIAL	
10/00/84			
2C	GT PHILIP MORRIS (MARL)	PHILIP MORRIS (MERIT)	
3C	TOYOTA (MR2)	TOYOTA (SUPRA)	
BC	RJR (WINSTON)	RJR (SALEM)	
CS	FORD (AEROSTAR)	EDITORIAL	
11/00/84			
2C	*******	NISSAN (MAXIMA SE) (+PG1)	
3C	*******	TOYOTA (COROLLA) (3CSP)	
BC	*******	ALL BRAND (MOOSEHEAD BEER)	
CS	*******		
12/00/84			
2C	RALPH LAUREN (JEANS) SP	VOLKSWAGEN (JETTA)(GT+PG1)	
3C	TOYOTA (HI TRAC TURBO) SP	TOYOTA (CRESSIDA)	
BC	RJR (WINSTON)	BMW (533I)	
CS	PORSCHE (944 TURBO) BFGS45	APPLE	

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ROLLING STONE

	1985	1984	19
1/19/84			
2C	RJR (SALEM)	RJR (WINSTON)	
3C	MAXELL CORP (CASSETTE)	TECHNICS (DISC PLAYER)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	CHEVROLET (S-10 MAXI CAB)	CHEVROLET (CAMARO)	
1/31/84			
2C	NISSAN (SENTRA)		
3C	PHILIP MORRIS (MARLBORO)		
BC	VIDAL SASSON (GEL&MOUSSE)		
CS	RJR (CAMEL)		
2/02/84			
2C	AMER TOBACCO(LUCKY STRIKE)	NISSAN (SPORT TRUCK)	
3C	ANHEUSER BUSCH (MICHELOB)	PHILIP MORRIS (MARLBORO)	
BC	PHILIP MORRIS (MERIT)	BARNES HIND HYDROCURVE II	
CS	PHILIP MORRIS (MARLBORO)	RJR (BRIGHT)	
2/16/84			
2C	ANHEUSER BUSCH (MICHELOB)	RJR (WINSTON)	
3C	VAN MUNCHING (HEINEKEN)	CHEVROLET (CAVALIER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	GENERAL ELECTRIC (STEREOS)	DODGE (CARAVAN)	
3/01/84			
2C	NO ISSUE	BACARDI (PUERTORICAN RUM)	
3C	******	VAN MUNCHING (HEINEKEN)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	RJR (BRIGHT)	
3/15/84			
2C	RJR (CAMEL)	RJR (CAMEL)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
BC	ANHEUSER BUSCH (BUSWEISER)	ANHUESER BUSCH (BUDWEISER)	
CS	TOYOTA (MR2)	NIKE (SPORTSWEAR)	
3/29/84			
2C	******	RJR (CAMEL)	
3C	******	SEAGRAM (SEAGRAM'S 7)	
BC	******	NISSAN (4X4 TRUCK)	
CS	******	PHILIP MORRIS (MARLBORO)	
4/12/84			
2C	RJR (SALEM)	RJR (CAMEL)	
3C	GASOLINE LTD(FASHION WEAR)	BACARDI (BACARDI RUM)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	GOODYEAR (EAGLE TIRES)	PIONEER (CAR STEREO)	
4/26/84			
2C	BACARDI IMPORTS (SUPERIOR)	BACARDI (BACARDI RUM)	
3C	CHRYSLER (DUSTER)	SEAGRAM (SEAGRAM'S 7)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	MILLER BREW. (MILLER BEER)	RJR (CAMEL)	

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ROLLING STONE

	1985	1984
5/10/84		
2C	*******	PHILIP MORRIS (MERIT)
3C	*******	MAIDSTONE VNASPT (KAHLUA)
BC	*******	RJR (CAMEL)
CS	*******	DODGE (OMNI GLH)
5/24/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	TOYOTA (SR5 TURBO)	ANHEUSER-BUSCH (FOSTER)
BC	SCHENLEY (DEWAR'S)	REMY MARTIN (COGNAC)
CS	CHRYSLER (LASER)	NIKE
6/07/84		
2C	KODAK (KODACOLOR 200)	CLARION (CAR AUDIO)
3C	AMER HONDA (EDITE)	TOYOTA (TRUCKS)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	PUMA (CORP)	RJR (CAMEL)
6/21/84		
2C	SEAGRAM DIST.(CROWN ROYAL)	SEAGRAM (CROWN ROYAL)
3C	TOYOTA (4X4 SR5)	HIRAM WALKER (CAN. CLUB)
BC	SCHENLEY IMPORTS (DEWAR'S)	RJR (WINSTON)
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
7/05/84		
2C	HONDA (ELITE SCOOTER)	BACARDI (RUM)
3C	FORD (ESCORT)	FORD
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
CS	RJR (STERLING)	RJR (CAMEL)
7/19/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
3C	ANHEUSER-BUSCH (BUDWEISER)	ANHEUSER-BUSCH (BUDWEISER)
BC	RJR (STERLING)	RJR (CAMEL)
CS	GEORGES MARCIANO (JEANS)	B.DALTON (BOOKSELLER)
8/02/84		
2C	NO ISSUE	COMBINED WITH 7/19 ISSUE
3C	******	COMBINED WITH 7/19 ISSUE
BC	*******	COMBINED WITH 7/19 ISSUE
CS	*******	
8/16/84		
2C	HONDA (SCOOTERS)	RENAULT (FUEGO)
3C	VIKIN FJORD IMP. (VODKA)	LEE (JEANS)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	RJR (STERLING)	RJR (CAMEL) & EDITORIAL
8/30/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
3C	SASSOON (SHAMPOO & RINSE)	HEUBLEIN (SMIRNOFF VODKA)
BC	ANHEUSER-BUSCH (BUDWEISER)	ANHAUSER-BUSCH (BUDWEISER)
CS	POLO-LAUREN (DUNGAREES)	EDITORIAL

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MAGAZINE COVER REPORT

ROLLING STONE

	1985	1984	1983
9/13/84			
2C	TECHNICS (VCR)	TECHNICS (DISC PLAYER)	
3C	HIRAM WALKER (CANADIAN CL)	HIRAM WALKER (CAN. CLUB)	
BC	RJR (SALEM)	RJR (SALEM)	
CS	RALPH LAUREN (DUNGAREES)	PIONEER (CAR STEREO)	
9/27/84			
2C	GEORGE MARCIANO (JEANS)	NIKE (SPORTSWEAR) (+PG1)	
3C	ANHEUSER BUSCH (BUDWEISER)	ANHEUSER-BUSCH (BUDWEISER)	
BC	RJR (CAMEL)	RJR (SALEM)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
10/11/84			
2C	GT PHILIP MORRIS (MARL)	PHILIP MORRIS (MARLBORO)	
3C	V SASSOON (SHAMP. & RINSE)	MERRY GO ROUND (STORES)	
BC	RJR (CAMEL)	RJR (SALEM)	
CS	EDITORIAL	MAGNAVOX	
10/25/84			
2C	PANASONIC (VHS)	B&W (KOOL)	
3C	TEAC CORP (DISC PLAYER)	PHILIP MORRIS (MERIT)	
BC	HIRAM WALKER (CANADIAN CL)	HIRAM WALKER (CAN. CLUB)	
CS	GE (POWER OF MUSIC SWEEPS)	JEEP	
11/08/84			
2C	KAHLUA (LIQUEUR)	MAIDSTONE (KAHLUA)	
3C	SCHENLEY (DEWAR'S)	SOMERSET (JOHNNIE WALKER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	FORD (MUSTANG)	FORD (MUSTANG)	
11/22/84			
2C	CALVIN KLEIN (JEANS)	SEAGRAM (ROYAL CROWN)	
3C	DEKUYPER (APPLE SCHNAPPS)	TECHNICS (STEREO)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)	
CS	GM (CHEVY TRUCK S10)	CHEVROLET	
12/06/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
3C	CANANDAIGUA (WINE COOLER)	VAN MUNCHING (HEINEKEN)	
BC	GAP (CARDIGAN SWEATERS)	SEAGRAM (SEAGRAM'S 7)	
CS	ZALES (JEWELRY)	VOLKSWAGEN (GOLF)	
12/20/84			
2C	TOYOTA (TERCEL)	TOYOTA (TRUCKS)	
3C	GM (FIREBIRD & FIERO)	GM (PONTIAC)	
BC	MYERS (RUM)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	PHILIP MORRIS (MARLBORO)		

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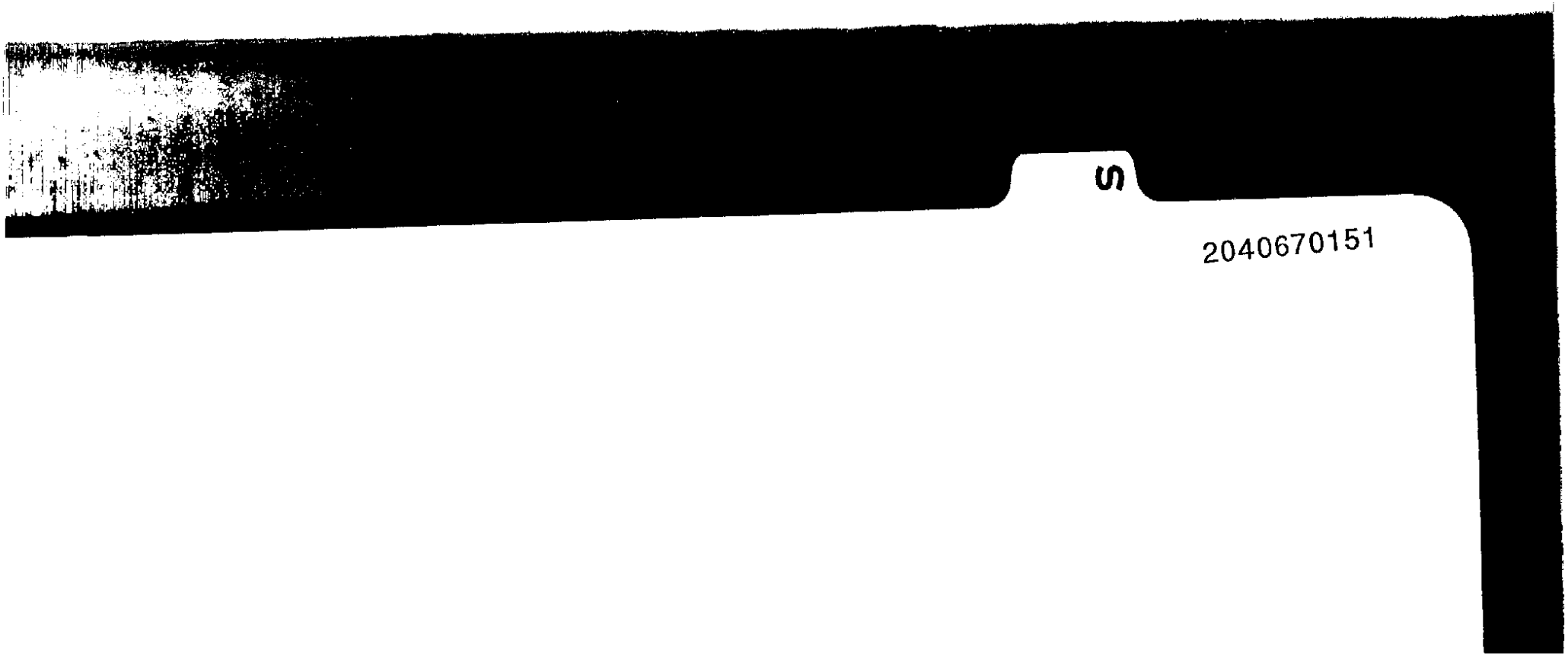

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MAGAZINE COVER REPORT

SAN DIEGO

	1985	1984	1983
1/00/84			
2C	HOME FEDERAL (CREDIT)	HOME FEDERAL	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
BC	GREAT AMER SAVINGS (CORP)	GREAT AMER. FEDERAL	
CS	NONE	NONE	
2/00/84			
2C	HOME FEDERAL (CREDIT LINE)	HOME FEDERAL	
3C	PADDINGTON (BAILEYS)	PHILIP MORRIS (B&H)	
BC	GREAT AMER SAVINGS (CORP)	SAN DIEGO FEDERAL SAVINGS	
CS	NONE	NONE	
3/00/84			
2C	HOME FEDERAL (CREDIT LINE)	HOME FEDERAL (+PG1)	
3C	RIKKS-ROYCE (ROLLS-ROYCE)	PHILIP MORRIS (MARLBORO)	
BC	GREAT AMER SAVINGS (CORP)	SAN DIEGO FEDERAL	
CS	NONE	NONE	
4/00/84			
2C	HOME FEDERAL(INVESTOR CLB)	HOME FEDERAL (FINANCIAL)	
3C	CHRYSLER (DODGE 600)	WATERFORD (CRYSTAL)	
BC	GREAT AMERICAN BANK (CORP)	GR. AMER./SAN DIEGO FED.	
CS	NONE	NONE	
5/00/84			
2C	HOME FEDERAL(INVESTOR CLB)	HOME FEDERAL	
3C	PADDINGTON (J&B SCOTCH)	WATERFORD (CRYSTAL)	
BC	GREAT AMER SAVINGS (CORP)	GREAT AMER./SAN DIEGO FED.	
CS	NONE	NONE	
6/00/84			
2C	HOME FEDERAL (HOME LOAN)	HOME FEDERAL	
3C	CHRYSLER (LANCER)	WATERFORD (CRYSTAL)	
BC	GREAT AMER (SWEEPSTAKES)	GREAT AMER./SAN DIEGO FED.	
CS	NONE	NONE	
7/00/84			
2C	HOME FED.SAV. (CENTENNIAL)	HOME FED.(SIGNATURE LOAN)	
3C	CHRYSLER (DODGE TURBO)	WATERFORD (OLYMPIC MEDAL)	
BC	GREAT AMER. SAVINGS BANK	GREAT AMER. 1ST SAVINGS BK	
CS	NONE	NONE	
8/00/84			
2C	HOME FED.(INVESTOR CLUB)	HOME FEDERAL (LOAN)	
3C	PRICESS CRUISES (CRUISES)	PHILIP MORRIS (MARLBORO)	
BC	GREAT AMER.1ST.SAV.(CORP)	GREAT AMER. 1ST SAV. BANK	
CS	NONE	NONE	
9/00/84			
2C	HOME FED. (CHECKING ACCTS)	HOME FEDERAL (BANK SERV.)	
3C	DODGE (LANCER)	WATERFORD (CRYSTAL)	
BC	GREAT AMER. SAVINGS (CORP)	GREAT AMER. SAVINGS BANK	
CS	NONE	NONE	
10/00/84			
2C	HOME FEDERAL (H/E CREDIT)	HOME FEDERAL (BANK SERVS.)	
3C	GM (REGENCY NINETY EIGHT)	PHILIP MORRIS (B&H)	
BC	GREAT AMERICAN (FINANCIAL)	GREAT AMER. 1ST SAV. BANK	
CS	NONE	NONE	
11/00/84			
2C	HOME FEDERAL (CREDIT LINE)	HOME FEDERAL (BANK SERVS.)	
3C	VOLVO (760 TURBO)	WATERFORD (CRYSTAL)	
BC	GREAT AMERICAN (FINANCIAL)	GREAT AMERICAN BANK	
CS	NONE	NONE	
12/00/84			
2C	HOME FEDERAL (INVESTOR CL)	HOME FEDERAL BANK (CREDIT)	
3C	CHRYSLER (DODGE LANCER)	PHILIP MORRIS (MARLBORO)	
BC	1ST SAVS BK (CALENDAR)	GREAT AMER. 1ST SAVINGS	
CS	NONE	NONE	

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MAGAZINE COVER REPORT

SAN FRANCISCO

	1985	1984	19
1/00/84			
2C	CHANNEL 7 NEWS (SPORTS)	DODGE (CARAVAN) (GT)	
3C	S&W (COLOMBIAN COFFEE)	NOT AVAILABLE	
BC	FOREIGN VINTAGES (LIQUEUR)	NOT AVAILABLE	
CS	DISNEYLAND (30 YR ANNIV.)	EDITORIAL	
2/00/84			
2C	FOREIGN VINTAGES (LIQUEUR)	SAZERAC CO. (VODKA)	
3C	SAAB (MODEL 900)	FORD (THUNDERBIRD)	
BC	PADDINGTON CORP (BAILEYS)	RJR (MORE)	
CS	EDITORIAL	NISSAN (300 ZX)	
3/00/84			
2C	TISHMAN WEST MGMT. (CORP)	EMPORIUM CAPWELL (STORE)	
3C	PADDINGTON (J&B SCOTCH)	RJR (MORE)	
BC	NAT'L FED. OF COFFEE GROW.	NOT AVAILABLE	
CS	DISNEYLAND	EDITORIAL & KNBR (RADIO)	
4/00/84			
2C	BEAN IMPORT CO. (KAMORA)	RJR (MORE)	
3C	SAAB (CARS)	NOT AVAILABLE	
BC	BRITISH CALEDONIAN (CORP)	AT&T	
CS	EDITORIAL	OAKLAND A'S & EDITORIAL	
5/00/84			
2C	EMPORIUM CAPWELL(SPORTSWR)	RJR (MORE)	
3C	SHREVE & CO (WATCHES)	DUNHILL MILDS	
BC	NAT'L FED. OF COFFEE GROW.	DATSUN/NISSAN	
CS	EDITORIAL	EDITORIAL	
6/00/84			
2C	CHRYSLER (NEW YORKER)	FORD (THUNDERBIRD)	
3C	RJR (MORE)	DUNHILL	
BC	CHRYSLER (AIRES)	RJR (STERLING)	
CS	FORD (LINCOLN)	EDITORIAL	
7/00/84			
2C	******	DUNHILL (DUNHILL)	
3C	******	LA GALERIA (ART EXHIBIT)	
BC	******	RJR (MORE)	
CS	******	EDITORIAL	
8/00/84			
2C	******	J.P. STEVENS (UTICA TOWEL)	
3C	******	CHAR CREWS (CHINA SHOP	
BC	******	RJR (STERLING)	
CS	******		
9/00/84			
2C	******	RJR (STERLING)	
3C	******	RJR (MORE)	
BC	******	FORD (THUNDERBIRD)	
CS	******	ASS'T RESTAURANTS	
10/00/84			
2C	DELETED FROM SCHEDULE	DUNHILL (DUNHILL MILDS)	
3C	******	NAT.FED.COFFEE GROWERS	
BC	******	RJR (STERLING)	
CS	******	ROCHE-BOBOIS & EDITORIAL	
11/00/84			
2C	DELETED FROM SCHEDULE	HIRAM WALKER (SCHNAPPS)	
3C	******	PACIFIC HTS. HEALTH CLUB	
BC	******	PADDINGTON (J&B SCOTCH)	
CS	******	SAKS FIFTH AVE.& EDITORIAL	
12/00/84			
2C	DELETED FROM SCHEDULE	FOREIGN VINTAGES(NAPOLEON)	
3C	******	SAAB (SAAB TRUCKS)	
BC	******	CESKA (GLASS)	
CS	******	SAN FRANCISCO HIGHLIGHTS	

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MAGAZINE COVER REPORT

SCIENCE DIGEST

	1985	1984	19
1/00/84			
2C	EASTON PRESS (BOOKS) SP	HERITAGE CLUB(LIT.) (+PG1)	
3C	WINDSOR DIST. (WHISKEY)	H&R BLOCK (COMPUSERVE)	
BC	RJR (WINSTON)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	RJR (WINSTON)	PADDINGTON (J&B SCOTCH)	
3C	GM (PONTIAC SUNBIRD)	CADILLAC (CIMARRON)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	HONDA (CIVIC WAGON)	EDITORIAL	
3/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	VOLKSWAGEN (JETTA)	STAR PRINTER	
BC	CARILLON (GRAND MARNIER)	NISSAN	
CS	HONDA (CIVIC)	EDITORIAL	
4/00/84			
2C	BACARDI IMPORTS (RUM)	TELEVIDEO (COMP.) (+PG1)	
3C	GM (OLDSMOBILE CUTLASS)	MAXELL (DISKS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
5/00/84			
2C	RJR (CAMEL)	NISSAN (200SX)	
3C	GM (OLDSMOBILE CUTLASS)	OLDSMOBILE (98 REGENCY)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	AT&T (TECHNOLOGIES)	EDITORIAL	
6/00/84			
2C	RJR (CAMEL)	RJR (STERLING) (+PG1)	
3C	INFOCOM (SOFTWARE)	KODAK (200 FILM)	
BC	RJR (WINSTON)	PADDINGTON (J&B SCOTCH)	
CS	MERCURY (LYNX)	EDITORIAL	
7/00/84			
2C	CHRYSLER (COLT)	H&R BLOCK (COMPUSERVE)	
3C	NCR (COMPUTERS)	NISSAN (200SX TURBO)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	PHILIP MORRIS (B&H)	EDITORIAL	
8/00/84			
2C	RJR (CAMEL)	RJR (CAMEL)	
3C	CHRYSLER (COLT SEDAN)	KODAK (FILM)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDIT. & TARGET VENTURES	EDITORIAL	
9/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (B&H) (+PG1)	
3C	CASIO INC (CALCULATORS)	NISSAN (200SX)	
BC	RJR (CAMEL)	RJR (SALEM)	
CS	EDIT	EDITORIAL	
10/00/84			
2C	RJR (WINSTON)	RJR (SALEM)	
3C	AIR FORCE (RECRUITING)	SUBARU (SUBARU 4WD)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	FORD (COUGAR)	EDITORIAL	
11/00/84			
2C	CHRYSLER (DODGE CARAVAN)SP	DODGE (DAYTONA)	
3C	U.S. POSTAL (STAMPS)	KODAK (KODACOLOR VR-200)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	DODGE (TRUCK)	
12/00/84			
2C	RJR (WINSTON)	GM (CORPORATE) (+PG1)	
3C	INFOCOM (SOFTWARES)	DODGE PLYMOUTH (COLT 1985)	
BC	PHILIP MORRIS (B&H)	PADDINGTON (J&B SCOTCH)	
CS	APPLE COMP. (PERS. COMP.)	EDITORIAL	

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SELF

	1985	1984	198
1/00/84			
2C	CACHAREL (ANAIS PARFUM)	CACHAREL (ANAIS ANAIS)	
3C	PENWALT (COLD FACTOR 12)	RICHARD. VICKS (OIL CLAY)	
BC	MAYBELLINE (MASCARA)	MAYBELLINE (BRUSH/BLUSH)	
CS	PHILIP MORRIS (V.SLIMS)	DORSEY (TRIAMINIC)	
2/00/84			
2C	COSMAIR (L'OREAL) SP	COSMAIR (MOUSSE) (+PG1)	
3C	DEL MONTE (LITE PEACHES)	TAMPAX (MAXI-THINS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	TRAVELERS (INSURANCE)	CIBA (SOFTCOLOR LENS)	
3/00/84			
2C	REVLON (PURE RADIANCE) SP	REVLON (LIP REPAIR) (+PG1)	
3C	TAMBRANDS (TAMPAX)	TAMPAX (MAXITHINS)	
BC	NOXELL (SKIN CLEANSER)	NOXELL (COVER GIRL EYELIN)	
CS	1PG CLAIROL/1PG WOM.MKT.)	VIDAL SASOON	
4/00/84			
2C	NOXELL (EYE SHADOW) SP	NOXELL (COVER GIRL) (+PG1)	
3C	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (MARLBORO)	
BC	DEL LABS. (HARD-AS-NAILS)	DEL LAB (SALLY HANSEN)	
CS	NONE	PHILIP MORRIS (MERIT)	
5/00/84			
2C	REVLON(FLEUR DE JONTURE)SP	REVLON (HDR) (+PG1)	
3C	PROCTOR & GAMBLE (SECRET)	P&G (SECRET)	
BC	RJR (SALEM)	RJR (STERLING)	
CS	NONE		
6/00/84			
2C	CLAIROL (FINAL NET)	CLAIROL (HERBAL ESS.SHAMP)	
3C	GILETTE CO (SILKIENCE)	NISSAN (PULSAR)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	NONE	VIDAL SASOON	
7/00/84			
2C	CACHAREL (ANAIS-ANAIS)	RJR (STERLING) (+PG1)	
3C	TAMBRANDS (MAXITHINS)	RJR (MORE)	
BC	MAYBELLINE (BRUSH & BLUSH)	MAYBELLINE (BEAUTY STYLER)	
CS	NONE	GEN.FOODS (MAXWELL HOUSE)	
8/00/84			
2C	CLAIROL (FINAL NET) SP	CLAIROL (SHAMPOO) (+PG1)	
3C	P&G (HEAD & SHOULDERS)	P&G (SECRET DEODORANT)	
BC	AMERICAN TOBACCO (CARLTON)	FOREIGN VINT. (AMARETTO)	
CS	NONE	FORD (QUALITY IS JOB 1)	
9/00/84			
2C	REVLON (LIP & NAILP) SP	REVLON (HDR) (+PG1)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
BC	MABELLINE (MASCARA)	MAYBELLINE (LIPSTICK)	
CS	NONE	EDIT. & ADA (GUM DISEASE)	
10/00/84			
2C	NATURAL WONDER (NAILS) SP	NATURAL WONDER (+PG1)	
3C	PHILIP MORRIS (MERIT)	TAYLOR (TIA MARIA LIQUER)	
BC	PROCTER & GAMBLE (SURE)	PHILIP MORRIS (MERIT)	
CS	NONE		
11/00/84			
2C	REVLON (MOON DROPS) SP	REVLON (RADIANCE) (+PG1)	
3C	PHILIP MORRIS (B&H)	P&G (SECRET DEODORANT)	
BC	NOXELL (NOXZEMA)	RJR (SALEM)	
CS	NONE	VIDAL SASSOON (HAIR CARE)	
12/00/84			
2C	REVLON (NAILPOLISH) SP	REVLON (LIP & NAIL) (+PG1)	
3C	EVYAN PERFUMES (PRECIOUS)	EVYAN (WHITE SHOULDERS)	
BC	RJR (STERLING)	NOXELL (NAILSLICKS)	
CS	NONE	PHILIP MORRIS (MARLSORO)	

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MAGAZINE COVER REPORT

SF SYMPHONY

	1985	1984	1983
1/00/84			
2C	AMERICAN MOTORS (RENAULT)	FORD (CONTINENTAL) (+PG1)	
3C	RJR (MORE)	LORILLARD (SATIN)	
BC	DODGE (ARIES)	DODGE (DAYTONA)	
CS	FORD (LINCOLN CONTINENTAL)	CHEVROLET (CELEBRITY)	
2/00/84			
2C	CHRYSLER (NEW YORKER)	FORD (THUNDERBIRD)	
3C	RJR (MORE)	PHILIP MORRIS (MARLBORO)	
BC	DODGE (ARIES)	DODGE (DAYTONA)	
CS	FORD (CONTINENTAL MARKVII)	FORD (CONTINENTAL)	
3/00/84			
2C	******	FORD (THUNDERBIRD)	
3C	******	UNITED AIRLINES(HAWAII)	
BC	******	DODGE (DAYTONA)	
CS	******		
4/00/84			
2C	******	FORD (THUNDERBIRD)	
3C	******	RJR (STERLING)	
BC	******	DODGE (DAYTONA)	
CS	******		
5/00/84			
2C	******	FORD (THUNDERBIRD)	
3C	******	RJR (STERLING)	
BC	******	DODGE (DAYTONA)	
CS	******	FORD (CONTINENTAL)	
6/00/84			
2C	******	FORD (THUNDERBIRD)	
3C	******	RJR (STERLING)	
BC	******	DODGE (DAYTONA)	
CS	******	FORD (CONTINENTAL)	
7/00/84			
2C	******	FORD (THUNDERBIRD)	
3C	******	RJR (STERLING)	
BC	******	DODGE (DAYTONA)	
CS	******	FORD (CONTINENTAL)	
8/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******		
9/00/84			
2C	******	FORD (THUNDERBIRD)	
3C	******	RJR (STERLING)	
BC	******	DODGE (DAYTONA)	
CS	******	FORD (CONTINENTAL)	
10/00/84			
2C	******	FORD (ESCORT)	
3C	******	RJR (STERLING)	
BC	******	DODGE (ARIES)	
CS	******	FORD (CONTINENTAL)	
11/00/84			
2C	******	FORD (ESCORT)	
3C	******	RJR (STERLING)	
BC	******	DODGE (ARIES)	
CS	******		
12/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******		

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SHOWBILL	1985	1984	198
1/00/84			
2C	LORILLARD (KENT)	LORILLARD (SATIN)	
3C	DELTA (DREAM VACATION)	DELTA (LOW FLORIDA FARES)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	REVLON (MAKE-UP)	REVLON (MAKEUP)	
2/00/84			
2C	LORILLARD (KENT)	LORILLARD (SATIN)	
3C	DELTA (DREAM VACATION)	DELTA (DREAM VACATIONS)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
CS	REVLON (CUSTOM EYES)	REVLON (COLLAGEN CREAM)	
3/00/84			
2C	LORILLARD (TRUE)	LORILLARD (SATIN)	
3C	DELTA (DREAM VACATION)	DELTA (DREAM VACATIONS)	
BC	AMER TOBACCO (CARLTON)	RJR (CARLTON)	
CS	REVLON (BIRD IN PARADISE)	ULTIMA II (MAKEUP)	
4/00/84			
2C	LORILLARD (TRUE)	LORILLARD (SATIN)	
3C	DELTA (DREAM VACATION)	DELTA (DREAM VACATIONS)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	REVLON (BIRD IN PARDISE)	ULTIMA II (MAKEUP)	
5/00/84			
2C	LORILLARD (TRUE)	LORILLARD (SATIN)	
3C	DELTA (DREAM VACATION)	DELTA (DREAM VACATIONS)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	REVLON (CUSTOM EYES)	REVLON (COLOR)	
6/00/84			
2C	LORILLARD (TRUE)	LORILLARD (SATIN)	
3C	FORTUNOFF (JEWELRY)	HIRAM WALKER (CAN. CLUB)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	REVLON (CUSTOM EYES)	REVLON (COLOR)	
7/00/84			
2C	LORILLARD (TRUE)	LORILLARD (TRUE)	
3C	DELTA AIRLINES (VACATION)	DELTA AIRLINES	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	CHARLESREVSON(PROCOLLAGEN)	REVLON (CUSTOM EYES)	
8/00/84			
2C	LORILLARD (NEWPORT)	LORILLARD (TRUE)	
3C	DELTA AIRLINES (VACATIONS)	DELTA (DREAM VACATIONS)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	REVLON (MOON DROPS)	REVLON (COLOR)	
9/00/84			
2C	LORILLARD (TRUE)	LORILLARD (TRUE)	
3C	DELTA AIR (DREAM VACATION)	DELTA (CORPORATE)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	ULTIMA II (MAROC)	REVLON (ALL-AMER. COLOR)	
10/00/84			
2C	LORILLARD (TRUE)	LORILLARD (TRUE)	
3C	DELTA AIR (CREAM VACATION)	DELTA (DREAM VACATIONS)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	REVLON (LIPSTICK/NAILPOLI)	REVLON (ALL-AMER. COLORS)	
11/00/84			
2C	LORILLARD (TRUE GOLD)	LORILLARD (TRUE)	
3C	FORTUNOFF (GOLD & PEARLS)	HIRAM WALKER (CAN. CLUB)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	REVLON (MOON DROPS)	REVLON (PURE RADIANCE)	
12/00/84			
2C	LORILLARD (TRUE GOLD)	LORILLARD (TRUE)	
3C	KRAFT (CRACKER BARREL)	HIRAM WALKER (CAN. CLUB)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	REVLON (JONTUE)	REVLON (PURE RADIANCE)	

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SIGNATURE	1985	1984	19
1/00/84			
2C	RJR (STERLING)	FORD (THUNDERBIRD)	
3C	BROWARD COUNCIL (FT. LAUD)	BAHAMA TOURIST BD (BAHAMA)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	VACATION HORIZONS INT'L.	
2/00/84			
2C	GM (CADILLAC)	ALASKA TOURISM (ALASKA AD)	
3C	GM (OLDSMOBILE)	DEBEERS (DIAMOND)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)	
CS	EXECUTIVE GALLERY(LUGGAGE)	CHRYSLER (NEW YORKER)	
3/00/84			
2C	RJR (NOW)	RJR (NOW)	
3C	GM (OLDS 98)	JEEP (GRAND WAGONEER)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	TWA (SEE BRITAIN)	
4/00/84			
2C	GM (FLEETWOOD)	BUICK (CENTURY)	
3C	GM (BUICK SOMERSET)	OLDSMOBILE (NINETY EIGHT)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	DIV. OF GIORGIO (PERFUME)	PAN AM (CLIPPER CLASS)	
5/00/84			
2C	RJR (NOW)	RJR (STERLING) (+PG1)	
3C	TWA GETAWAY (VACATIONS)	OLDSMOBILE (DELTA 88 LS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	FORD (LTD)	MEXICO TOURISM	
6/00/84			
2C	FORD (THUNDERBIRD) SP	BUICK (ELECTRA)	
3C	CITICORP (DINERS CLUB)	FORD	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	GIORGIO PARFUM (PERFUME)	FORD (CONTINENTAL)	
7/00/84			
2C	LORILLARD (KENT)	PHILIP MORRIS (MERIT)	
3C	PRINCESS CRUISES (CRUISES)	BUICK (ELECTRA)	
BC	RJR (NOW)	RJR (STERLING)	
CS	AMERICAN HAWAII CRUISES	EDITORIAL	
8/00/84			
2C	CAYMAN ISLANDS (TOURISM)	PHILIP MORRIS (PLAYERS)	
3C	NAT.CAR RENTAL(CAR RENTAL)	RJR (NOW)	
BC	LORILLARD (KENT)	NIKON (CAMERA)	
CS	CITICORP (DINERS CLUB)	PIEDMONT AIRLINES	
9/00/84			
2C	LORILLARD (KENT)	PHILIP MORRIS (B&H)	
3C	AT & T (COMMUNICATIONS)	HOUSEHOLD INT.(NAT.CAR RT)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	ROGER & GALLET (COLOGNE)		
10/00/84			
2C	INTERNATIONAL GOLD (GOLD)	PHILIP MORRIS (MARLBORO)	
3C	CHRYSLER (DODGE LANCER)	PHILIP MORRIS (PLAYERS)	
BC	SCHENLEY (DEWAR'S)	BAHAMAS	
CS	GIORGIO (PERFUME/COLOGNE)	SHARPER IMAGE (ASS'T PROD)	
11/00/84			
2C	RJR (NOW)	PHILIP MORRIS (MERIT)	
3C	UNITED AIRLINE (RESORT)	GMC (JIMMY 4X4)	
BC	SCHENLEY (DEWAR'S)	RJR (NOW)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	RJR (NOW)	RJR (NOW)	
3C	GM (CLASSIC BROUGHAM)	AT&T (PUBLIC PHONES)	
BC	SCHENLEY (DEWAR'S)	PAN AM (CORPORATE)	
CS	EDIT/ROGER&GALLET(COLOGNE)	CINCINNATI MICROWAVE	

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SKI

	1985	1984	19
1/00/84			
2C	PHILIP MORRIS (MARLBORO)	LANGE (SKI BOOTS)	
3C	RJR (SALEM)	NISSAN (300 ZX)	
BC	HIRAM WALKER (CANDN WHSKY)	BONNE BELL (WEATHER PROOF)	
CS	NONE	NONE	
2/00/84			
2C	PHILIP MORRIS(MARLBORO) SP	PHILIP MORRIS (MARLBORO)	
3C	RJR (SALEM)	RJR (SALEM)	
BC	TOYOTA (4X4 SR5)	SUBARU (OLYMPICS)	
CS	NONE	NONE	
3/00/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
3C	AMC (AMERICAN EAGLE)	DODGE (CARAVAN)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
4/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
3C	JOHN DEKUYPER (SCHNAPPS)	SCHENLEY (DEWAR'S)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	NONE	NONE	
5/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
6/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
7/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
8/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
9/00/84			
2C	SALOMON (SKI BOOTS) SP	LONGE (SKI BOOTS) SP	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	OBERMEYER (SKIWEAR)	OBERMEYER (SKIWEAR)	
CS	NONE	NONE	
10/00/84			
2C	SALOMON (S747 EQUIPE) SP	HANSON (SKI BOOTS) (+PG1)	
3C	VAN MUNCHING (HEINEKEN)	SCHENLEY (DEWAR'S)	
BC	PHILIP MORRIS (MERIT)	SALOMON (BOOTS&BINDINGS)	
CS	NONE	NONE	
11/00/84			
2C	LANGE (SKI BOOT) SP	SALOMON (SKI BOOTS) (+PG1)	
3C	RJR (CAMEL)	RJR (SALEM)	
BC	OBERMEYER (SKIWEAR)	OBERMEYER (SKI WEAR)	
CS	NONE	NONE	
12/00/84			
2C	LANGE (SKI BOOTS) SP	LANGE (SKI BOOTS) (+PG1)	
3C	CHRYSLER (DODGE CARAVAN)	TOYOTA (SR-5 WAGON)	
BC	SALOMON (PROGRAMMABLES)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	

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SKIING

	1985	1984	198
1/00/84			
2C	NORDICA (SKI BOOTS) SP	NORDICA (SKI BOOTS) (+PG1)	
3C	RJR (WINSTON)	RJR (WINSTON)	
BC	BONNIE BELL (WEATHERPRFR)	BONNE BELL (LIPS & FACE)	
CS	NONE	NONE	
2/00/84			
2C	NORDICA (CPX) SP	DELCO-GM/BOSE (+PG1)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	BONNIE BELL (WEATHERPRFR)	BONNE BELLE (WEATHERPROOF)	
CS	NONE	NONE	
3/00/84			
2C	RJR (WINSTON)	RJR (VANTAGE)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	AMC (AMERICAN EAGLE)	R&D WINDSURFING	
CS	NONE	NONE	
4/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
5/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
6/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
7/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
8/00/84			
2C	NOT PUBLISHED	NOT PUBLISHED	
3C	NOT PUBLISHED	**********	
BC	NOT PUBLISHED	**********	
CS	NOT PUBLISHED		
9/00/84			
2C	KASTLE USA (SKI) GATE	KASTLE (SKIS) (GT+PG1)	
3C	RJR (CAMEL)	RJR (SALEM)	
BC	THINSULATE (SKIWEAR)	OBERMEYER (SKI WEAR)	
CS	NONE	NONE	
10/00/84			
2C	NORDICA (SKI BOOTS)	NORDICA (SKI BOOTS) (+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
BC	OBERMEYER (PASSION PARKA)	OBERMEYER (SKI WEAR)	
CS	NONE	NONE	
11/00/84			
2C	NORDICA USA (SKI BOOTS) SP	NORDICA (SKI BOOTS) (+PG1)	
3C	RJR (WINSTON)	RJR (WINSTON)	
BC	DEMETRE (WOOL TOP)	DEMETRE (SWEATER)	
CS	NONE	NONE	
12/00/84			
2C	NORDICA (SKI BOOTS) SP	NORDICA (SKI BOOTS) (GT)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	BONNE BELL(WEATHERPROOFER)	BONNE BELL (WEATHER PROOF)	
CS	NONE	NONE	

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SOUTHERN LIVING

	1985	1984	19
1/00/84			
2C	ARMSTRONG (SOLARIAN) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	ONEIDA LTD (SILVER CUBE)	ONEIDA (SILVER)	
BC	BMW (S28E)	TOYOTA (CRESSIDA)	
CS	FORD (PICKUPS)	GM (GM SEATS)	
2/00/84			
2C	AUDI (4000S)	WATERFORD (CRYSTAL)	
3C	BON AMI CO (STARCH)	BON AMI (FAULTLESS STARCH)	
BC	GM (ELDORADO BIARRITZ)	CADILLAC	
CS	FORD (LTD)	DODGE (CARAVAN)	
3/00/84			
2C	GM (OLDS DELTA 88)	OLDSMOBILE (CRUISERS)	
3C	CHRYSLER (500 RAM TRUCK)	HONDA (ACCORD HATCHBACK)	
BC	ONEIDA (SILVERWARE)	ONEIDA (SILVER)	
CS	STOUFFER (LEAN CUISINE)	EDITORIAL	
4/00/84			
2C	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (B&H)	
3C	BON AMI (FAULTLESS STARCH)	BON AMI (FAULTLESS STARCH)	
BC	WATERFORD (CRYSTAL)	WATERFORD (CRYSTAL)	
CS	AMER HONDA (CIVIC WAGON)	HONDA (CIVIC WAGON)	
5/00/84			
2C	LENOX (CHINA & CRYSTAL)	ROYAL VIKING (CRUISES)	
3C	GALWAY IRISH (CRYSTAL)	FORD (TEMPO)	
BC	GM (1985 CIMARRON)	KREMENTZ (14KT.GOLD)	
CS	HONDA (POWER TOOLS)	CORNING WARE	
6/00/84			
2C	FORD (ESCORT) SP	ROYAL CARIBBEAN (CRUISE)	
3C	THE ATRIUM DOOR (DOORS)	KODAK (1000 FILM)	
BC	AMER HONDA(ACCORD HATCHBK)	WATERFORD (CRYSTAL)	
CS	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (VIRGINIA S)	
7/00/84			
2C	RJR (STERLING)	RJR (STERLING) (+PG1)	
3C	LOUVERDRAPE (VERT. BLINDS)	FORD (TRUCKS)	
BC	TOYOTA (MR2)	TOYOTA (CELICA)	
CS	BEST FOODS&2/3EDIT&1/3BWAD	WEBER (GRILLS)	
8/00/84			
2C	ARMSTRONG (SOLAR. FLOOR)SP	ARMSTRONG (FLOORS)	
3C	GM (S10 BLAZER)	GM (SAFETY AD)	
BC	KODAK (KODACOLOR VR 200)	TOWLE (GALWAY CRYSTAL)	
CS	FORD (CREW CAB)		
9/00/84			
2C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
3C	NATURE VALLEY (DANDY BAR)	ONEIDA (SILVERWEAR)	
BC	ONEIDA LTD (SILVERWARE)	FORD (PICKUPS)	
CS	FORD (INSULATED WINDOW)	MERCEDES-BANZ (RESTRAINTS)	
10/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (VIRGINIA S)	
3C	BEATRICE(O.R.POPPING CORN)	HERSHEY (HERSHEY KISSES)	
BC	GMC (TRUCK)	LENOX (CHINA & CRYSTAL)	
CS	GA/PAC (BUILDING MATERIAL)	ADMIRAL (APPLIANCES)	
11/00/84			
2C	SAMSUNG (MICROWAVE)	FESTIVE FOODS (COUPONS)	
3C	SEARS (SERVICE ORGAN.)	RCA (25" FULL SPECTRUM TV)	
BC	TOYOTA (4X4 SR5 XTRACAB)	PONTIAC (BONNEVILLE&PANS.)	
CS	KRAFT (PHILA.CREAM CHEESE)	SEBASTIANI VINEYARDS	
12/00/84			
2C	GM (GOODWRENCH PARTS)	WATERFORD (CRYSTAL)	
3C	GM (PONTIAC PARISIENNE)	GM (PONTIAC)	
BC	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
CS	SEARS,ROEBUCK(100 ANN.8PG)	SEBASTIANI VINEYARDS	

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SPIN

	1985	1984	19
1/00/84			
2C	NOT PUBLISHED		
3C	NOT PUBLISHED		
BC	NOT PUBLISHED		
CS	NOT PUBLISHED		
2/00/84			
2C	NOT PUBLISHED		
3C	NOT PUBLISHED		
BC	NOT PUBLISHED		
CS	NOT PUBLISHED		
3/00/84			
2C	NOT PUBLISHED		
3C	NOT PUBLISHED		
BC	NOT PUBLISHED		
CS	NOT PUBLISHED		
4/00/84			
2C	NOT PUBLISHED		
3C	NOT PUBLISHED		
BC	NOT PUBLISHED		
CS	NOT PUBLISHED		
5/00/84			
2C	*******		
3C	*******		
BC	*******		
CS	*******		
6/00/84			
2C	ANHEUSER BUSCH (BUDWEISER)		
3C	CANNON USA (TYPEMATE 10)		
BC	PHILIP MORRIS (MARLBORO)		
CS	EDITORIAL		
7/00/84			
2C	ROTH PRESENT.(MOVIE PROMO)		
3C	CANON (TYPEMATE 10)		
BC	HONDA MOTORS (SCOOTER)		
CS	PHILIP MORRIS (MARLBORO)		
8/00/84			
2C	*******		
3C	*******		
BC	*******		
CS	*******		
9/00/84			
2C	TECHNICS (DISC PLAYERS)		
3C	MAXELL (CASSETTES)		
BC	PHILIP MORRIS (MARLBORO)		
CS	GE (STEREO SYSTEM)		
11/00/84			
2C	PIONEER (CAR DISC PLAYER)		
3C	ANHEUSER BUSCH (MICHELOB)		
BC	TECHNICS(PORTABLE DISC PL)		
CS	GE (MUSIC SWEEPSTAKES)		
12/00/84			
2C	RJR (SALEM)		
3C	DENON AMER.(CASSETTE TAPE)		
BC	B&W (KOOL)		
CS	MILLER (MILLER HIGH LIFE)		

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SPORT

	1985	1984
1/00/84		
2C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MERIT)
3C	JOHN DEKUYER (SCHNAPPS)	FORD (THUNDERBIRD)
BC	RJR (WINSTON)	RJR (CAMEL)
CS	FORD (THUNDERBIRD)	HONDA (CIVICS)
2/00/84		
2C	FORD (4X4) SP	SCHIEFFELIN (COGNAC)(+PG1)
3C	CANON (CALCULATOR)	CANNON (FLASH CARD)
BC	B&W (KOOL)	B&W (KOOL)
CS	HONDA (CIVIC)	FLYING TIGERS (SWEEPSTAKE)
3/00/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)
3C	SEAGRAM DIST. (V.O.)	SEAGRAMS (SEAGRAMS VO)
BC	B&W (KOOL)	B&W (VICEROY)
CS	HONDA (CIVIC)	HONDA
4/00/84		
2C	RJR (CAMEL) SP	RJR (SALEM) (+PG1)
3C	GOLD RUMS OF PUERTO RICO	DEKUYPER (SCHNAPPS)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
CS	GOODYEAR (VECTOR TIRES)	HONDA (CIVIC WAGON)
5/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS(MAR)(GT+PG1)
3C	TOYOTA (SR5 TURBO)	SEAGRAM (SEAGRAM'S VO)
BC	B&W (KOOL)	B&W (VICEROY)
CS	EDITORIAL	HONDA (PRELUDE)
6/00/84		
2C	FORD (4X4 TRUCKS) SP	PHILIP MORRIS (MARLBORO)
3C	TOYOTA (PAYLOADS)	HEUBLEIN (SMIRNOFF VODKA)
BC	B&W (KOOL)	B & W (KOOL)
CS	FORD (THUNDERBIRD)	STROH BREWERY (STROH'S)
7/00/84		
2C	FORD (4X4'S TRUCKS)	PHILIP MORRIS (MARLBORO)
3C	NISSAN (4X4 TRUCKS)	STROHS BREW. (STROHS BEER)
BC	B&W (KOOL)	B&W (VICEROY)
CS	PHILIP MORRIS (MERIT)	HONDA (CIVIC)
8/00/84		
2C	RJR (SALEM)	RJR (CAMEL)
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
BC	SEAGRAM (SEAGRAM'S 7)	SEAGRAMS & COKE TOGETHER
CS	EDITORIAL	VAN MUNCHING (HEINEKEN)
9/00/84		
2C	RJR (CAMEL)	RJR (SALEM)
3C	FABERGE' (BRUT 33)	FABERGE (BRUT AFTER SHAVE)
BC	B&W (KOOL)	B&W (VICEROY)
CS	PHILIP MORRIS (MARLBORO)	
10/00/84		
2C	GT PHILIP MORRIS (MARL)	FORD (RANGER&PICKUP)(+PG1)
3C	DEKUYPER (PEACH SCHNAPPS)	RUMS OF PUERTO RICO (RUMS)
BC	B&W (KOOL)	B&W (VICEROY)
CS	RUSSELL (SWEATS)	PONTIAC (FOOTBALL GUIDE)
11/00/84		
2C	PHILIP MORRIS (MARLBORO)	SEAGRAM (SEAGRAM'S VO)
3C	KODAK (VIDEO CASSETTES)	FORD (RANGER) (3CSF)
BC	RJR (WINSTON)	RJR (WINSTON)
CS	FORD (AEROSTAR) BOOKLET	HONDA (CIVIC CRX HF)
12/00/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)
3C	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)
BC	VAN MUNCHING (HEINEKEN)	VAN MUNCHING (HEINEKEN)
CS	AMERICAN HONDA (CIVIC)	CONVERSE (BASKETBALL)

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SPORTING NEWS

	1985	1984	198
1/02/84			
2C	NO ISSUE	EDITORIAL	
3C	******	EDITORIAL	
BC	******	B&W (VICEROY)	
CS	******	EDITORIAL & GOLD RUM	
1/09/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL & NAVY (CAREER)	
1/16/84			
2C	******	EDITORIAL	
3C	******	EDITORIAL	
BC	******	B&W (RALEIGH)	
CS	******	JEEP	
1/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (CAMEL)	B&W (VICEROY)	
CS	EDITORIAL	PHILIP MORRIS (MARLBORO)	
1/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL & BUICK	
2/06/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	JEEP	
2/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (VANTAGE)	BRISTOL MYERS (VITALIS)	
CS	IPG EDIT/IPG AD FOR BOOKS	EDIT.&PHILIP MORRIS (MAR.)	
2/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	RJR (WINSTON)	
CS	PHILIP MORRIS (MERIT)	EDIT. & ALLSTATE (INS.)	
2/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	RJR (WINSTON)	
CS	FORD (LTD) & EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

SPORTING NEWS

	1985	1984	19
3/05/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORAL	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3/12/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	1/3 EDIT/DICKEL (WHISKEY)	RJR (CAMEL)	
3/19/84			
2C	******	EDITORIAL	
3C	******	EDITORIAL	
BC	******	PHILIP MORRIS (MERIT)	
CS	******	EDIT. & LEROUX (SCHNAPPS)	
3/26/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	RJR (CAMEL)	
CS	EDIT & SEAGRAM DIST (V.O.)	EDITORIAL	
4/02/84			
2C	EDITORIAL	TEXACO GASOLINE	
3C	EDITORIAL	ANHEUSER-BUSCH (MICHELOB)	
BC	TOYOTA (SR5 TURBO)	CHEVROLET (CAVALIER)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
4/09/84			
2C	EDITORIAL	JEEP (CHEROKEE WAGON)	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	RJR (CAMEL)	
CS	EDITORIAL	EDITORIAL	
4/16/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	ANHEUSER-BUSCH (MICHELOB)	
CS	EDITORIAL	EDITORIAL	
4/23/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	1PG EDIT/1PG GM (BUICK)	ALLSTATE	
4/30/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (VANTAGE)	RJR (CAMEL)	
CS	2/3 HILLERICH(GLOVE)/EDIT	EDIT. & RUMS OF P. R.	

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MAGAZINE COVER REPORT

SPORTING NEWS

	1985	1984	198
5/07/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	1PG EDIT/1PG RJR (VANTAGE)	JEEP	
5/14/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	1/3 EDIT/2/3 4C AD	EDITORIAL&U.S.POSTAL SERV.	
5/21/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	TOYOTA (SR5 TURBO)	TOYOTA (XTRACAB TRUCK)	
CS	PHILIP MORRIS (MERIT)	EDITORIAL	
5/28/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	1/3 EDIT/2/3 4C AD	RJR (CAMEL)	
6/04/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	GOODYEAR (TIRES)/EDITORIAL	EDIT. & LEVIS'S SHOES&BTS	
6/11/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	1-1/3 EDIT/2/3 PG 2C AD	EDIT. & PADDINGTON (J&B)	
6/18/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	SEAGRAM(SEAGRAM 7)/EDIT	EDIT. & J.BEAM (BOURBON)	
6/25/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (VANTAGE)	RJR (WINSTON)	
CS	1PG EDIT/1PG RJR (SALEM)	EDIT. & HEUBLEIN (BLK VEL)	
7/02/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	EDIT.&2/3PG BELMONT PARK	EDITORIAL & JEEP	

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SPORTING NEWS

	1985	1984
7/09/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	B&W (KOOL)	B&W (VICEROY)
CS	PHILLIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
7/16/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	P&G (SURE)	B&W (KOOL)
CS	EDIT.& 1/3PG LEDERLE LABS	EDITORIAL & FORD (TRUCKS)
7/23/84		
2C	EDITORIL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	RJR (SALEM)	RJR (SALEM)
CS	FORD (TEMPO)1/2PG SP&EDIT.	EDIT. & ISP OLYMPIC BOOK
7/30/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	RJR (CAMEL)	RJR (CAMEL)
CS	EDIT.&2/3PGDICKEL(WHISKEY)	JEEP
8/06/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	FORD (ESCORT) & EDITORIAL	EDIT. & U. S. POSTAL SERV.
8/13/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	TOYOTA (SR5 TURBO)	TOYOTA (SR5 SPORT TRUCK)
CS	PHILIP MORRIS (MERIT)	RJR (CAMEL)
8/20/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	EDIT&SOUTHERN COMFORT2/3PG	EDIT. & RJR (WINSTON)
8/27/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	COMMONWEALTH OF P.R. (RUM)	ANHEUSE-BUSCH & EDITORIAL
9/03/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	RJR (SALEM)	RJR (SALEM)
CS	EDIT & 2/3 PRO LINE (CAPS)	EDIT. & SPORTS SPECIALTIES

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SPORTING NEWS

	1985	1984	19
9/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	2/3 PG AD & EDITORIAL	EDIT.&1/2PG. NIKON	
9/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM (SEAGRAM'S 7)	B&W (RALEIGH/BELAIR)	
CS	EDIT 2/3 VAN MUNCH (HEIN)	EDITORIAL & U.S. ARMY	
9/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (CAMEL)	RJR (SALEM)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
10/01/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	DEKUYPER (APPLE SCHNAPPS)	B&W (VICEROY)	
CS	EDITORIAL	EDITORIAL & RJR (CAMEL)	
10/08/84			
2C	EDITORIAL	MENNEN (SPEED STICK)	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	RJR (SALEM)	
CS	PHILIP MORRIS (MARLBORO)	EDIT. & WORTH (MIT)	
10/15/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	SEAGRAM DIST. (U.U.)	SEAGRAM (SEAGRAM'S VO)	
CS	EDIT & SPORTS (HEADWEAR)	PHILIP MORRIS (MARLBORO)	
10/22/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	COMMONWEALTH PR (RUM) EDIT	JEEP	
10/29/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	RJR (SALEM)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
11/05/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDIT & DEKUYPER (SCHNAPPS)	EDIT. & MENNEN (DEODORANT)	

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SPORTING NEWS

		1985	1984
11/12/84			
	2C	EDITORIAL	EDITORIAL
	3C	EDITORIAL	EDITORIAL
	BC	RJR (WINSTON)	RJR (WINSTON)
	CS	PHILIP MORRIS (MERIT)	RJR (CAMEL)
11/19/84			
	2C	EDITORIAL	EDITORIAL
	3C	EDITORIAL	EDITORIAL
	BC	J. BEAM (JIM BEAM)	JAMES BEAM (BOURBON)
	CS	1PGEDIT& 1PG DODGE(SWEEPS)	EDIT.&PHILIP MORRIS (MAR.)
11/26/84			
	2C	EDITORIAL	EDITORIAL
	3C	EDITORIAL	EDITORIAL
	BC	RJR (WINSTON)	RJR (SALEM)
	CS	1PG EDIT & 1PG AIR FORCE	EDIT. & PANASONIC (VIDEO)
12/03/84			
	2C	EDITORIAL	EDITORIAL
	3C	EDITORIAL	EDITORIAL
	BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
	CS	EDIT/CHRYSLER (NHL VOTE)	JEEP
12/10/84			
	2C	EDITORIAL	EDITORIAL
	3C	EDITORIAL	EDITORIAL
	BC	TOYOTA (86 ONE TON TRUCK)	TOYOTA (STANDARD BED)
	CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
12/17/84			
	2C	EDITORIAL	EDITORIAL
	3C	EDITORIAL	EDITORIAL
	BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
	CS	1PG EDIT & MEISMEN (BOOK)	EDIT. & SEAGRAM DIST. (VO)
12/24/84			
	2C	EDITORIAL	COMBINED WITH 12/31 ISSUE
	3C	EDITORIAL	COMBINED WITH 12/31 ISSUE
	BC	PHILIP MORRIS (MARLBORO)	COMBINED WITH 12/31 ISSUE
	CS	EDITORIAL	
12/31/84			
	2C	*******	EDITORIAL
	3C	*******	EDITORIAL
	BC	*******	PHILIP MORRIS (MARLBORO)
	CS	*******	RJR (CAMEL)

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SPORTS AFIELD

	1985	1984	198
1/00/84			
2C	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MARLBORO)	
3C	JOHN DEKUYER (SCHNAPPS)	DEKUYPER (PEPPER SCHNAPPS)	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	NONE	NONE	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MAR.)(+PG1)	
3C	GM (OLDS CRUISERS)	FORD (LTD CROWN VICTORIA)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
3/00/84			
2C	FORD (PICKUP) 3PG UNIT	DODGE (CARAVAN) (+PG1)	
3C	FABERGE (BRUT)	FORD (VAN)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
4/00/84			
2C	RJR (CAMEL)	RJR (CAMEL) (+PG1)	
3C	TOYOTA (CARS)	TOYOTA (TRUCKS)	
BC	DOLBY LABS (CAR AUDIO)	REMINGTON (SHOTGUN)	
CS	NONE	NONE	
5/00/84			
2C	FORD (TRUCKS) SP	AT&T (+PG1)	
3C	SOMERSET IMPORTERS(SCOTCH)	FORD (TRUCKS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
6/00/84			
2C	AMER HONDA (LAWN MOWER)	HONDA (GENERATOR)	
3C	ANHEUSER-BUSCH (BEER)	NOT AVAILABLE	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	NONE	NONE	
7/00/84			
2C	JOHNSON WAX (MINN KOTA) SP	WEATHERBY MARK V (GUN)	
3C	JEEP (JEEP CJ)	DODGE (RAM)	
BC	RJR (STERLING)	RJR (CAMEL)	
CS	NONE	NONE	
8/00/84			
2C	FORD (TRUCKS) SP	FORD (BRONCO II)	
3C	CHRYSLER (550 RAM TOUGH)	DODGE (RAM)	
BC	RJR (SALEM)	RJR (CAMEL)	
CS	NONE	NONE	
9/00/84			
2C	AMERICAN HONDA (BIG RED)	HONDA (TRAIL MACHINE)	
3C	WINCHESTER (AMMUNITION)	SMITH&WESSON (HAND GUNS)	
BC	TOYOTA MOTOR (SR5 TRUCK)	TOYOTA (SR5 4WD)	
CS	NONE	NONE	
10/00/84			
2C	GT PHILIP MORRIS (MARL)	FORD (BRONCOS) (+PG1)	
3C	AT&T (COMMUNICATIONS)	GOLD RUMS OF PUERTO RICO	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
11/00/84			
2C	FORD (4 WHEEL TRUCKS) SP	SHIMANO(REEL&RODS)(GT+PG1)	
3C	WINCHESTER (AMMUNITIONS)	NISSAN (PICK-UP)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	NONE	NONE	
12/00/84			
2C	PHILIP MORRIS (MERIT) SP	PANASONIC (VIDEO)(GT+PG1)	
3C	DE KUYPER (PEACH SCHNAPPS)	NAT. DIST. (WINDSOR)	
BC	AMERICAN TOBACCO (LUCKY)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	

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SPORTS ILLUS.

	1985	1984
1/09/84		
2C	CHRYSLER (TRUCKS & CARS)	DODGE (CARAVAN) (GT)
3C	VALVOLINE (OIL)	FORD (TEMPO)
BC	RJR (WINSTON)	RJR (VANTAGE)
CS	MAZDA (SPORT COUPE)	JEEP
1/16/84		
2C	RJR (CAMEL)	RJR (CAMEL)
3C	FORD (THUNDERBIRD)	TOYOTA (TRUCKS)
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)
CS	BMW (AUTOS)	MAZDA (RX-7)
1/23/84		
2C	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (CARLTON)
3C	TOYOTA (TRUCKS)	CHEVROLET (CHEVETTE)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
CS	PHILIP MORRIS (MERIT)	EDITORIAL
1/30/84		
2C	CHRYSLER (LE BARON) GATE	SEAGRAM (CROWN ROYAL)
3C	K MART (BATTERY)	FORD
BC	B&W (KOOL)	B&W (BARCLAY)
CS	MICHELIN (TIRES)	DODGE (CARAVAN)
2/06/84		
2C	RJR (WINSTON)	SCHENLEY (DEWAR'S)
3C	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)
BC	ANHEUSER BUSCH (MICHELOB)	ANHEUSER-BUSCH (BUDWEISER)
CS	CHRYSLER (LANCER)	IBM
2/08/84		
2C	NO ISSUE	PLYMOUTH (VOYAGER) (+PG1)
3C	******	CHEVY (TRUCKS)
BC	*******	VAN MUNSHING (HEINEKEN)
CS	*******	PHILIP MORRIS (MARLBORO)
2/13/84		
2C	FORD (THUNDERBIRD) GATE	RALPH LAUREN (GT+PG1)
3C	FORD (RANGER) SP	RCA (VCR)
BC	GEN WN&SPRT (CHIVAS REGAL)	GEN. WN & SPRT (CHIVAS)
CS	EDITORIAL	EDITORIAL
2/20/84		
2C	RJR (VANTAGE)	CNA (INSURANCE)
3C	CHRYSLER (DODGE LANCER)	FORD
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)
CS	FORD (RANGER)	PHILIP MORRIS (MARLBORO)
2/27/84		
2C	XEROX CORP (TEAM XEROX) SP	RJR (SALEM)
3C	VAN MUNCHING (HEINEKEN)	CADILLAC (CIMARRON)
BC	B&W (KOOL)	B&W (KOOL)
CS	CHRYSLER (LE BARON GTS)	ATARI (XL HOME COMPUTERS)

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SPORTS ILLUS.

	1985	1984	19
3/05/84			
2C	VOLKSWAGEN (GTI) GATE	BEATRICE (ASS'T. PROD.)	
3C	FORD (TEMPO) GATE	FORD (BRONCO II)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	MAZDA (TRUCKS)	CHRYSLER (DODGE CARAVAN)	
3/12/84			
2C	MILLER BREW.(MILLER) GATE	RJR (VANTAGE + 100)	
3C	ANHEUSER-BUSCH (MICHELOB)	PONTIAC (GRAND PRIX)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	RENAULT (FUEGO&SPORTWAGON)	MERCEDES BENZ (190 SEDAN)	
3/19/84			
2C	ANHEUSER-BUSCH (BUDWEISER)	DODGE (DAYTONA)	
3C	GEN WN&SPRT (CHIVAS REGAL)	GEN. WINE & SPIRITS	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	RJR (CAMEL)	RJR (CAMEL)	
3/26/84			
2C	RJR (CAMEL)	RJR (WINSTON)	
3C	FORD (THUNDERBIRD) SP	LORILLARD (KENT)	
BC	CNA (INSURANCE)	ANHEUSER-BUSCH (MICHELOB)	
CS	TOYOTA (MR2)	MAZDA (B2000)	
4/02/84			
2C	SEAGRAM DISTILLERS (VODKA)	ANHEUSER-BUSCH (BUDWEISER)	
3C	US ARMY (RESERVE)	AMTRACK	
BC	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
CS	MAZDA (SPORT SEDAN)	NISSAN (200 SX)	
4/09/84			
2C	XEROX (TEAM XEROX) SP	ANHEUSER-BUSCH (MICHELOB)	
3C	MICHELIN (TIRES)	AMERICAN (AIRLINES)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	ANHEUSER BUSCH (BEER)	MAZDA (GLC)	
4/16/84			
2C	AMC (JEEP)	RCA (VIDEO CAMERA)	
3C	NISSAN (AUTOS)	FORD (MUSTANG)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	MILLER BREWING (BEER)	HIRAM WALKER (CAN. CLUB)	
4/23/84			
2C	GM (PROTECTION PLAN)	PHILIP MORRIS (MARLBORO)	
3C	FABERGE (BRUT)	OLD GRAND DAD (BOURBON)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	AMER HONDA (PRELUDE)	GM (BUICK ELECTRA)	
4/30/84			
2C	VOLVO OF AMER (740 TURBO)	BRISTOL-MYERS (BUFFERIN)	
3C	BUCKINGHAM (CUTTY SARK)	SCHENLEY (DEWAR'S)	
BC	RJR (CAMEL	RJR (STERLING)	
CS	FOOTLOCKER (SNEAKERS)	EDITORIAL	

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SPORTS ILLUS.

	1985	1984	19
5/07/84			
2C	FORD (ESCORT) GATE	SEAGRAM (SEAGRAM'S VO)	
3C	AUDI (CAR)	TOYOTA (TRUCK)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	CHRYSLER (TURBO CARS)	KMART (K CARE AUTO CENTER)	
5/14/84			
2C	POLAROID CORP (CAMERAS)	HEUBLEIN (SMIRNOFF VODKA)	
3C	MOTORCRAFT (SPARK PLUGS)	NISSAN (300 ZX)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	HONDA (POWER TOOLS)	AT&T	
5/21/84			
2C	CHRYSLER (LASER) GATE	FORD (TEMPO)	
3C	GM (OLDSMOBILE)	DODGE (4X4)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	FORD (MERCURY LYNX)	STROH'S	
5/28/84			
2C	FORD (SERVICE GUARANTEE)GT	POLAROID (FILM)	
3C	ISUZU (TRUCKS & VANS) SP	OLDSMOBILE (CUT. CRUISER)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	FORD (ESCORT)	NIKON (CAMERA)	
6/04/84			
2C	******	RJR (CAMEL)	
3C	******	FORD (THUNERBIRD TURBO)	
BC	******	ANHEUSER-BUSCH (BUDWEISER)	
CS	******	APPLE (APPLE IIC)	
6/11/84			
2C	RJR (SALEM)	RENAULT (FUEGO)	
3C	FORD (THUNDERBIRD) SP	NISSAN (200SX)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	HONDA (POWER EQUIPMENT)	MERCEDES BENZ (190 SEDAN)	
6/18/84			
2C	SOMERSET IMPORTERS(SCOTCH)	OLYMPUS (QUICK FLASH)	
3C	FORD (ESCORT) SP	HIRAM WALKER (CAN. CLUB)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	PHILIP MORRIS (B&H)	PLYMOUTH (VOYAGER)	
6/25/84			
2C	CNA (INSURANCE)	ACUSHNET (PINNACLE GF BLS)	
3C	GM (ASTRO VAN)	FORD (RANGER)	
BC	RJR (STERLING)	RJR (STERLING)	
CS	AT&T (CPMPUTERS)	FORD (MERCURY LYNX)	
7/02/84			
2C	SEAGRAM (SEAGRAM'S GIN)	SEAGRAM DISTILLERS (GIN)	
3C	NISSAN (STANZA WAG.)+1/3PG	VAN MUNCHING (HEINEKEN)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	PHILIP MORRIS (B&H)	FORD (LTD)	

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SPORTS ILLUS.

	1985	1984	19(
7/09/84			
2C	DODGE (CARAVAN)	GILLETTE (RIGHT GUARD)	
3C	GOODYEAR (VECTOR TIRES)	FORD (COUNTRY SQUIRE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	MAZDA (RX7)	APPLE COMPUTER	
7/16/84			
2C	JAMES BEAM (BOURBON)	POLAROID	
3C	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)	
BC	SEAGRAM (SEAGRAM GIN)	SEAGRAM (EXTRA DRY GIN)	
CS	NIKE (SPORTSWEAR)	GEN. FOOD (MAXWELL HOUSE)	
7/23/84			
2C	PUMA (CLYDE SNEAKERS)	GM (PROTECTION PLAN)	
3C	JEEP (JEEP CJ)	NISSAN (STANZA)	
BC	RJR (SALEM)	RJR (CAMEL)	
CS	MAZDA (MAZDA 626)	ALLSTATE (INSURANCE)	
7/30/84			
2C	ANHEUSER-BUSCH (MICHELOB)	LORILLARD (TRUE)	
3C	W&A GILBEY (GILBEY'S GIN)	GILBEY (GILBEY'S GIN)	
BC	B&W (KOOL)	B&W (BARCLAY)	
CS	FORD (BRONCO II)	AT&T (INFORMATION SYS.)	
8/06/84			
2C	ANHEUSER-BUSCH(BUDWEISER)	MERCEDEZ-BENZ (EQUEST.SPT)	
3C	CHEVY (ASTRO VAN)	STROH BREWY. (FUND RAISER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	MAZDA (B2000 LX)	SAUDI ARABIA	
8/13/84			
2C	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)	
3C	RJR (CAMEL)	FORD (MUSTANG GT.)	
BC	P&G (HEAD & SHOULDERS)	KODAK (FILM)	
CS	ADOLPH COORS (BEER)	COMMODORE (COMPUTERS)	
8/20/84			
2C	GOODYEAR (VECTOR TIRES)	ANHEUSER BUSCH (MICHELOB)	
3C	FABERGE' (BRUT 33)	PORSCHE AUDI (AUDI)	
BC	B&W (KOOL)	B&W (VICEROY)	
CS	CONVERSE (SNEAKERS)	PHILIP MORRIS (MARLBORO)	
8/27/84			
2C	ANHEUSER-BUSCH (BUD LIGHT)	SEAGRAM (EXTRA DRY GIN)	
3C	ADOLPH COORS (BEER)	FORD (BRONCO II)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	CHRYSLER (PROTECTION PLAN)	ANHEUSER-BUSCH & EDITORIAL	
9/03/84			
2C	W&A GILBEY (GIN)	ARMY (96 BRAVO INTELL.)	
3C	PIONEER ELEC (DISC PLAYER)	GILBEY'S (GIN)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	JC PENNEY (MENS SUITS)	PHILIP MORRIS (MERIT)	

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SPORTS ILLUS.

	1985	1984	19
9/03/84			
2C	PHILIP MORRIS (MARLBORO)SP	NIKE (CLOTHING) (+PG1)	
3C	FORD (TRUCKS) SP	TOYOTA (SR5 SPORT TRUCK)	
BC	ANHEUSER BUSCH (BUDWEISER)	CNA INSURANCE (INSURANCE)	
CS	ANHEUSER BUSCH (BUD LIGHT)	RJR (CAMEL)	
9/10/84			
2C	ANHEUSER BUSCH (NAT LT BR)	QUAKER STATE (OIL) (+PG1)	
3C	RJR (CAMEL)	RJR (SALEM)	
BC	MYERS & SON (RUM)	P&G (HEAD & SHOULDERS)	
CS	MACY'S (SHOES)	AT&T	
9/17/84			
2C	AJD CPA (TEAM CAPS)	CHRYSLER (CORP.) (GT+PG1)	
3C	MICHELIN (TIRES)	RJR (STERLING)	
BC	HIRAM WALKER (CANADIAN CL)	HIRAM WALKER (CAN. CLUB)	
CS	AMERICAN EX (IDS)	RJR (VANTAGE)	
9/24/84			
2C	PHILIP MORRIS (MARLBORO)GT	SEAGRAM (SEAGRAM'S GIN)	
3C	FORD (ESCORT) SP	ARMY (ROTC)	
BC	LORILLARD (KENT)	LORILLARD (KENT)	
CS	NISSAN (300 ZXGTP)	OWENS CORNING (CORP)	
10/01/84			
2C	FORD (AEROSTAR) GATE	DODGE (ARIES K) (GT)	
3C	AT&T (LONG DISTANCE)	FORD (BUMPERS) (3CSP)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	FISHER (TV RECEIVERS)	SOLOFLEX (EXERCISE EQUIP.)	
10/08/84			
2C	GATE JEEP (COMANCHE)	ANHEUSER-BUSCH (BUDWEISER)	
3C	HIRAM WALKER (CANADIAN CL)	BUCKINGHAM (CUTTY SARK)	
BC	LORILLARD (KENT)	LORILLARD (TRUE)	
CS	HONDA (ACCORD)	SPECIAL ADV. SECTION	
10/15/84			
2C	GATE CHRYSLER (VOYAGER)	CHEROKEE JEEP	
3C	DEKUYPER (PEACH SCHNAPPS)	FORD (MERCURY TOPAZ)	
BC	RJR (WINSTON)	RJR (SALEM)	
CS	MAZDA (CARS)	FORD (VARIOUS CARS)	
10/22/84			
2C	GATE TOYOTA (CELICA)	AMERICAN TOBACCO (LUCKY)	
3C	FORD (TRUCKS) SP	FORD (WAGONS) (3CSP)	
BC	SPRITS CO. (CHIVAS REGAL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	FORD (MERCURY COUGAR)	IBM (PC JR.)	
10/29/84			
2C	AMERICAN TOBACCO (LUCKY)	FISHER(TV&STEREO) (GT+PG1)	
3C	GM (BUICK CENTURY)	FORD (BRONCO) (3CSP)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	

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SPORTS ILLUS.

	1985	1984	19
11/05/84			
2C	JEEP (COMMANCHE) GATE	FORD (THUNDERBIRD)	
3C	GMC (S 15 PICKUP TRUCK)	RENAULT (ENCORE GS)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	AMERICAN HONDA (ACCORD)	CHRYSLER (LEBARON)	
11/12/84			
2C	CHRYSLER (DODGE RAM TRUCK)	VOLKSWAGEN (JETTA)(GT+PG1)	
3C	HIRAM WALKER (CANADIAN CL)	CHEVROLET (CAMARO) (3CSP)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	MAZDA (RX 7)	SHARPER IMAGE (ASS'T PROD)	
11/19/84			
2C	GM (DELTA 88)	VOLKSWAGEN (GOLF) (GT+PG1)	
3C	VOLKSWAGEN (JETTA) SP	AMERICAN TOBACCO (LUCKY)	
BC	PANASONIC (VHS VIDEO REC.)	PANASONIC (11/2" TV)	
CS	GM (BUICK LE SABRE)	SPECIAL ADV. SECTION	
11/20/84			
2C	FORD (AEROSTAR) GATE		
3C	FORD (ESCORT GT)		
BC	VAN MUNCHING (HEINEKEN)		
CS	PHILIP MORRIS (MARLBORO)		
11/26/84			
2C	PANASONIC (VHS) GATE	PANASONIC (VIDEO) (GT+PG1)	
3C	GM (CAMARO)	BUICK (SOMERSET)	
BC	SEAGRAM (V.O.)	SEAGRAM (SEAGRAM'S VO)	
CS	EDITORIAL	APPLE (COMPUTERS)	
12/03/84			
2C	AMERICAN TOBACCO (LUCKY)	GE (PLASTICS) (+PG1)	
3C	JEEP (COMANCHE XLS)	SOMERSET (JOHNNIE WALKER)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	MAZDA (B2000 CAB PLUS)	FORD (TEMPO)	
12/10/84			
2C	GE(ENGINEERING PLASTICS)GT	ANHEUSER-BUSCH (MICHELOB)	
3C	SCHENLEY (DEWAR'S)	HIRAM WALKER (CAN. CLUB)	
BC	TOYOTA (86 4X4 XTRA CAB)	TOYOTA (4X4 SR-5)	
CS	SEARS ROEBUCK (100TH ANH.)	VOLKSWAGEN (JETTA)	
12/17/84			
2C	FORD (86 SABLE) GATE	ANHEUSER-BUSCH (BUDWEISER)	
3C	FORD (TEMPO) SP	BUCKINGHAM (CUTTY SARK)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	FORD (MUSTANG)	FORD (MERCURY COUGAR)	
12/24/84			
2C	FORD (TAURUS) SP	ANHEUSER-BUSCH (LA BEER)	
3C	NAPA (AUTO PARTS)	NAT. DIST. (WINDSOR)	
BC	LORILLARD (TRUE GOLD)	LORILLARD (TRUE)	
CS	B&W (KOOL)	DODGE (LANCER)	
12/31/84			
2C	COMBINED WITH 12/23 ISSUE	COMBINED WITH 12/24 ISSUE	
3C	*******	COMBINED WITH 12/24 ISSUE	
BC	*******	COMBINED WITH 12/24 ISSUE	
CS	*******		

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STAGEBILL

	1985	1984	19
1/00/84			
2C	UNITED AIRLINES	RJR (MORE)	
3C	GM (OLDS REGENCY)	GMC (S-15 JIMMY)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	FORD (LINCOLN CONTINENTAL)	EDIT. & FORD (THUNDERBIRD)	
2/00/84			
2C	RJR (MORE)	NISSAN (MAXIMA)	
3C	SCHENLEY IMPORTS (SCOTCH)	NOT AVAILABLE	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
CS	CHRYSLER (LE BARON GTS)	FORD (CONTINENTAL)	
3/00/84			
2C	*******	SCHENLEY (DEWAR'S)	
3C	*******	FORD (THUNDERBIRD)	
BC	*******	AMERICAN TOB (CARLTON)	
CS	*******	EDIT/1 PG GM (OLDS)	
4/00/84			
2C	*******	SCHENLEY (DEWAR'S)	
3C	*******	NISSAN (300ZX)	
BC	*******	AMER. TOBACCO (CARLTON)	
CS	*******	FORD (CONTINENTAL)	
5/00/84			
2C	UNITED AIRLINES (CHICAGO)	FORD (THUNDERBIRD)	
3C	SCHENLEY (DEWAR'S)	RENAULT (ENCORE)	
BC	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	EDIT/1 PAGE RJR (MORE)	EDIT. & E.F. HUTTON	
6/00/84			
2C	SUPERIOR BANK (MASTERCARD)	HIRAM WALKER (CAN. CLUB)	
3C	HIRAM WALKER (CAN. CLUB)	NISSAN (MAXIMA)	
BC	AMERICAN TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	FORD (LINCOLN)	DODGE (600 ES TURBO)	
7/00/84			
2C	RJR (MORE)	FORD (THUNDERBIRD)	
3C	UNITED AIRLINE (CORPORATE)	AMER.MTRS.(RENAULT/ENCORE)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	EDIT.1PG&LORILLARD(NEW)1PG		
8/00/84			
2C	UNITED AIRLINES (FLIGHTS)	RJR (STERLING)	
3C	AMERICAN MOTORS (RENAULT)	FORD (THUNDERBIRD)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	EDITORIAL	REVLON (COLOR)	
9/00/84			
2C	*******	RJR (MORE)	
3C	*******	AMERICAN MOTORS (RENAULT)	
BC	*******	AMERICAN TOBACCO (CARLTON)	
CS	*******	EDIT. & UNITED AIRLINES	
10/00/84			
2C	*******	RJR (STERLING)	
3C	*******	AMERICAN AIRLINES (CORP.)	
BC	*******	AMERICAN TOBACCO (CARLTON)	
CS	*******	RJR (MORE)	
11/00/84			
2C	*******	ESTEE LAUDER (JHL COLOGNE)	
3C	*******	AMERICAN AIRLINES (CORP.)	
BC	*******	AMERICAN TOBACCO (CARLTON)	
CS	*******		
12/00/84			
2C	*******	RJR (MORE)	
3C	*******	SCHENLEY (DEWAR'S)	
BC	*******	AMERICAN TOB (CARLTON)	
CS	*******	FORD (LINCOLN)	

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STATESIDE FAMLY

	1985	1984	1983
1/00/84			
2C	MFR. COUPONS	EDITORIAL	
3C	MFR. COUPONS	EDITORIAL	
BC	MFR. COUPONS	RJR (CENTURY)	
CS	1/2 EDIT/NAVY&BORDON CHSE	EDITORIAL	
2/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	CUMBERLAND (SWEET 'N LOW)	NAVY WIFE AD	
BC	KELLOGG'S (RSTR ST OF LIB)	B&W BELAIR	
CS	CARNATION (SWEEPSTAKES)	EDITORIAL	
3/00/84			
2C	LIPTON (LIPTON PRODUCTS)	B&W (BELAIR)	
3C	COCA-COLA(COCA-COLA FOODS)	LEGG'S (PANTYHOSE)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (PLAYERS)	
CS	COCA-COLA CO (SWEEPSTAKES)	COCA COLA (MINUTEMAID)	
4/15/84			
2C	ARMOUR-DIAL (CANNED MEATS)	PHILIP MORRIS (VIRGINIA S)	
3C	US ARMY(FAMLY ACTION PLAN)	CUMBERLAND (SWEET N LOW)	
BC	PHILIP MORRIS (V.SLIMS)	B&W (BELAIR)	
CS	PET, INC. (CONTEST)	RJR (SALEM)	
5/15/84			
2C	ANHEUSER-BUSCH (MICHELOB)	RJR (SALEM)	
3C	PROCTOR & GAMBLE (CHEER)	P&G (DASH)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (PLAYERS)	
CS	RALSTON PURINA (PET FOODS)	CARNATION (SWEEPSTAKE)	
6/15/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	PROCTOR & GAMBLE (DASH)	STERLING DRUG (DIAPARENE)	
BC	COCA-COLA(COCA-COLA FOODS)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	COLGATE (TOOTHPASTE)	COLGATE-PALMOLIVE	
3C	COLGATE (FRESH START)	COLGATE-PALMOLIVE(T.PASTE)	
BC	P&G (SAFEGUARD)	B&W (RALEIGH/BELAIR)	
CS	GERBER (BABY FOOD)	EDITORIAL	
8/00/84			
2C	ANHEUSER-BUSCH (BUDWEISER)	NOT AVAILABLE	
3C	MCNEIL (TYLENOL)	NOT AVAILABLE	
BC	PHILIP MORRIS (VIRGINIA S)	NOT AVAILABLE	
CS	DEL MONTE (SWEEPSTAKES)		
9/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******		
10/00/84			
2C	ANHEUSER BUSCH (BUD LIGHT)	NOT AVAILABLE	
3C	TASTYBIRD (FROZEN CHICKEN)	NOT AVAILABLE	
BC	PHILIP MORRIS (B&H)	NOT AVAILABLE	
CS	MILITARY FAMILY SWEEPS.		
11/00/84			
2C	ANHEUSER BUSCH (KEY RING)	NOT AVAILABLE	
3C	RALSTON (CHEX PARTY MIX)	NOT AVAILABLE	
BC	PHILIP MORRIS (B&H)	NOT AVAILABLE	
CS	1/2EDIT/BLUEBONNET/QUAKER		
12/00/84			
2C	PHILIP MORRIS (V SLIMS) SP	NOT AVAILABLE	
3C	MCNEIL (TYLENOL)	NOT AVAILABLE	
BC	ANHEUSER BUSCH (MICHELOB)	NOT AVAILABLE	
CS	KRAFT (FESTIVE RECIPES)		

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STEREO REVIEW

	1985	1984	198
1/00/84			
2C	HARMAN/KARDON (VHS-HIFI)SP	SANSUI (CAR STEREO)	
3C	HARMAN INT'L (SPEAKERS)	HARMON/KARDON (CASS. DECK)	
BC	SANSUI ELEC.(FM/AM STEREO)	ESMARK (DISCWASHER)	
CS	NONE	NONE	
2/00/84			
2C	SANSUI (STEREOS)	ONKYO (SOUND SYSTEM)	
3C	RJR (WINSTON)	NAKAMICHI (AUTO DECK)	
BC	DENON (DRA 750)	ESMARK (TAPE CARE)	
CS	NONE	NONE	
3/00/84			
2C	TECHNICS (LINEAR TRACKING)	DENON (TURNTABLE)	
3C	RJR (WINSTON)	RJR (VANTAGE)	
BC	TDK ELEC. (CASSETTES)	ESMARK (RECORD CARE)	
CS	NONE	NONE	
4/00/84			
2C	TECHNICS (DISC PLAYERS)	TECHNICS (DISC PLAYER)	
3C	CHRYSLER (LE BARON GTS)	DENON (CD PLAYERS)	
BC	INT'L JENSEN (SPEAKERS)	ESMARK (JENSEN DISCWASHER)	
CS	NONE	NONE	
5/00/84			
2C	TECHNICS (DISC PLAYERS)	PIONEER ELEC. (CAR STEREO)	
3C	RJR (CAMEL)	RJR (WINSTON)	
BC	DENON AMER (AUDIO/VIDEO)	MEMOREX (CASETTE TAPE)	
CS	NONE	NONE	
6/00/84			
2C	TECHNICS (DISC PLAYERS)	NEC (ELECTRONICS) (+PG1)	
3C	DENON AMER (AUDIO/VIDEO)	DENON (CASSETTE DECKS)	
BC	HITACHI (AUDIO COMPONENTS)	ESMARK (JENSEN DISCWASHER)	
CS	NONE	NONE	
7/00/84			
2C	MAXELL (DISCS CASSETTES)	BASF (AUDIO&VIDEO TAPES)	
3C	RJR (SALEM)	GOULD MARKET.(AMPLIFIERS)	
BC	HARMAN/KARDON(AUDIO PROD.)	RJR (CAMEL)	
CS	EDITORIAL	NONE	
8/00/84			
2C	PIONEER VIDEO (V. SYSTEMS)	TECHNICS (AM/FM RECEIVER)	
3C	RJR (CAMEL)	RJR (WINSTON)	
BC	DOLBY LAB.(PANACONIC)	ESMARK (DISCWASHER)	
CS	EDITORIAL	NONE	
9/00/84			
2C	HITACHI (AUDIO TV VCR)	TECHNICS (CASSETTE DECK)	
3C	RJR (CAMEL)	BASF (VIDEO TAPES)	
BC	CONCORD SYSTEMS(TAPE DECK)	AIWA (CASSETTE DECK)	
CS	OAK INDUSTRIES (CASSETTES)	NONE	
10/00/84			
2C	MEMTECK PRODUCTS (TAPE)	SANSUI (CORPORATE) (+PG1)	
3C	DENON (AUDIO)	ULTRX (R100 RECEIVER)	
BC	TECHNICS (COMPACT DISC)	ESMARK (DISC-WASHER)	
CS	EDITORIAL	NONE	
11/00/84			
2C	TEAC (PD 300 COMPACT DISC)	TECHNICS (TURNTABLE)	
3C	DENON (COMPACT DISC AUDIO)	CHRYSLER (LASER)	
BC	MISSION ELEC.(DISC PLAYER)	SANSUI (STEREO)	
CS	EDITORIAL	NONE	
12/00/84			
2C	DOLBY (TECH. CASETTE DECK)	SANSUI (STEREO)	
3C	HITACHI(DISC PLAY./TV/VCR)	DENON (STEREO)	
BC	TDK ELEC. (AUDIO CASSETTE)	TECHNICS (STEREO)	
CS	EDITORIAL	NONE	

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TENNIS

	1985	1984
1/00/84		
2C	PHILIP MORRIS (MERIT) SP	SEAGRAMS (SEAGRAMS VO)
3C	ELLESSE USA (TENNIS CLTHS)	E.F. HUTTON
BC	PHILIP MORRIS (PLAYERS)	PHILIP MORRIS (MERIT)
CS	NIKE (TENNIS SHOES)	EDITORIAL
2/00/84		
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MARLBORO)
3C	NABISCO BRANDS (GRND PRIX)	CADILLAC (CIMARRON)
BC	PANASONIC (SENSICOLOR)	PANASONIC (VIDEO SYSTEM)
CS	NONE	NONE
3/00/84		
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
3C	NIKE (TENNIS SHOES)	RJR (CAMEL)
BC	DUPONT DE NEMOURS (WILSON)	WILSON (ULTRA II RACKET)
CS	MISCELLANEOUS RESORT AD	EDITORIAL
4/00/84		
2C	FRED L. MYERS & SON (RUM)	MASTERCARD
3C	CHRYSLER (OMNI & CHARGER)	DODGE (CARAVAN)
BC	GEN WN&SPRTS(CHIVAS REGAL)	SEAGRAM (CROWN ROYAL)
CS	PRO-KENNEX (RACQUETS)	PRO KENNEX (TENNIS SHOES)
5/00/84		
2C	RJR (CAMEL)	SEAGRAM (SEAGRAM'S VO)
3C	PHILIP MORRIS (MARLABORO)	PHILIP MORRIS (PLAYERS)
BC	WILSON (ULTRA RACQUET)	WILSON (STING TENNIS RQUT)
CS	1PG EDIT/1PG NABISCO EVENT	ASS'T. TENNIS RESORTS
6/00/84		
2C	WILSON (PRO STAFF)	WILSON (PRO STAFF RACKET)
3C	RJR (SALEM)	AMF (HEAD TENNIS RACKET)
BC	HEAD (TENNIS SHOES)	SEAGRAM (CROWN ROYAL)
CS	NIKE (CORP)	KAEPA (TENNIS SHOES)
7/00/84		
2C	PRINCE (RACKET) SPGT	CANON (CAMERA)
3C	TOYOTA (CAMRY)	TOYOTA
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
CS	PHILIP MORRIS (B&H)	HEAD (TENNIS RACQUET)
8/00/84		
2C	WILSON (RACQUET)	WILSON (TENNIS BALLS)
3C	NISSAN (300ZX)	DODGE (DAYTONA)
BC	SPIRITS (CHIVAS REGAL)	GEN.WN&SPT. (CHIVAS REGAL)
CS	REEBOK INT. (SNEAKERS)	KAEPA (TENNIS SHOES)
9/00/84		
2C	DONNAY (RACKET)	DONNAY U.S.A. (RACKETS)
3C	AIR FORCE (RECRUITING)	PHILIP MORRIS (PLAYERS)
BC	TOYOTA (CRESSIDA)	TOYOTA (TERCEL 4WD WAGON)
CS	COMMONWEALTH (RUMS)	AMF (HEAD RACQUET)
10/00/84		
2C	PHILIP MORRIS (MARL) SP	PHILIP MORRIS (VIRGINIA S)
3C	GAMM GUT (RACQUETS)	RJR (VANTAGE)
BC	PANASONIC (VHS)	PANASONIC (VHS VIDEO)
CS	EDITORIAL	NABISCO (BUTTERFINGERS)
11/00/84		
2C	ELLESSE (WARM UP SUITS) SP	OLDSMOBILE (CALAIS)
3C	PHILIP MORRIS (MERIT)	HEUBLEIN (SMIRNOFF VODKA)
BC	VAN MUNCHING (HEINEKEN)	PANASONIC (VIDEO SYSTEM)
CS	1 1/3 EDIT & 2/3 BW ADS	ASS'T. PRODUCTS
12/00/84		
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)
3C	TOYOTA (MR2)	TOYOTA (SUPRA)
BC	MYERS (RUM)	DUNLOP (RACQUETS)
CS	1PG EDIT 2/3 BW/4C ADS	

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MAGAZINE COVER REPORT

TEXAS MONTHLY

	1985	1984	198
1/00/84			
2C	RJR (MORE)	TOYOTA (CRESSIDA)	
3C	CALVERT DISTILLERS (LIQ.)	REMY MARTIN (COGNAC)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	DISNEYLAND (30 YEAR ANNIV)	NISSAN (300 ZX)	
2/00/84			
2C	RJR (WINSTON)	RJR (MORE)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	SHISEIDO (EYE SHADOW)	KOBRAND CORP. (GIN)	
CS	AMERICAN EXPRESS (GOLD)	GOLD CARD	
3/00/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)	
BC	SEAGRAM (CROWN ROYAL)	SEAGRAM (CROWN ROYAL)	
CS	THAI AIRLINES (SERVICE)	RJR (WINSTON)	
4/00/84			
2C	COLOMBO (YOGURT)	CONCORD (CENTURION WATCH)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
BC	PIAGET (WATCH)	OLD CHARTER (BOURBON)	
CS	COSMAIR (SKIN CARE PROD)	JEEP	
5/00/84			
2C	RJR (VANTAGE) GT	RJR (WINSTON) (GT)	
3C	WATERFORD (CRYSTAL)	OLD CHARTER (KENT.BOURBON)	
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)	
CS	INTERFIRST (BANK)	PALOMA PICASSO (FRAGRANCE)	
6/00/84			
2C	******	JUSTIN (BOOTMAKERS)	
3C	******	FORD (TRUCKS)	
BC	******	PHILIP MORRIS (MARLBORO)	
CS	******	NEW MEXICO	
7/00/84			
2C	RJR (WINSTON)	RJR (CAMEL)	
3C	ILLVA SARONNO (AMARETTO)	FORD (SMALL PICK-UPS)	
BC	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (CORPORATE)	FORD (MERCURY COUGAR)	
8/00/84			
2C	******	PHILIP MORRIS (MARLBORO)	
3C	******	FORD (THUNDERBIRD)	
BC	******	PHILIP MORRIS (B&H)	
CS	******		
9/00/84			
2C	NEIMAN MARCUS (WATCH)	SANGER HARRIS (GT+PG1)	
3C	CHRYSLER (DIPLOMAT)	FORD (84 FORD PICKUPS)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (VIRGINIA S)	
CS	AMERICAN EX. (GOLD CARD)	AMERICAN EXPRESS	
10/00/84			
2C	WATERFORD (CRYSTAL)	PHILIP MORRIS (B&H)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	CHIVAS BROS (CHIVAS REGAL)	GEN.WN&SPT. (CHIVAS REGAL)	
CS	THAI (AIRLINE)	NEW MEXICO	
11/00/84			
2C	GM (OLDS REGENCY 98)	CORUM (WATCHES)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	SCHENLEY (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	1PG EDIT/FOOD&WINE BOOKLET	WINES OF FRANCE	
12/00/84			
2C	******	CHANEL (POWDER COMPACT)	
3C	******	PHILIP MORRIS (B&H)	
BC	******	STYLES JEWELER(WEIL WATCH)	
CS	******	IZOD (CLOTHES)	

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MAGAZINE COVER REPORT

TEXAS SPORTSWLD

1985 1984 198

5/00/84
- 2C CHRYSLER (TRUCKS)
- 3C NISSAN (TRUCKS)
- BC PHILIP MORRIS (MARLBORO)
- CS EDITORIAL

6/00/84
- 2C CHRYSLER (LANCER)
- 3C MILLER BREWING (LITE)
- BC NICHOLS DIST (WILD TURKEY)
- CS EDITORIAL

7/00/84
- 2C PEARL BREWING(PEARL LIGHT)
- 3C SAAB (TURBO)
- BC VAN MUNCHING (HEINEKEN)
- CS EDITORIAL

8/00/84
- 2C ANHEUSER-BUSCH (BUD LIGHT)
- 3C MILLER BREWING (MILLER)
- BC PHILIP MORRIS (MARLBORO)
- CS CABLE (HOME SPORTS ENTER)

9/00/84
- 2C OUT OF BUSINESS
- 3C *******
- BC *******
- CS *******

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MAGAZINE COVER REPORT

THE RING

	1985	1984	19
1/00/84			
2C	******	NOT AVAILABLE	
3C	******	NOT AVAILABLE	
BC	******	NOT AVAILABLE	
CS	******		
2/00/84			
2C	JMA MASTER PRINTS (POSTER)	PHILIP MORRIS (MARLBORO)	
3C	NAT'L DISTILLERS (WINDSOR)	PHILIP MORRIS (MARLBORO)	
BC	B&W (KOOL)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
3/00/84			
2C	JMA MASTER PRINTS (POSTER)	PHILIP MORRIS (MARLBORO)	
3C	NAT'L DISTILLERS (WINDSOR)	PHILIP MORRIS (MARLBORO)	
BC	B&W (KOOL)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	NAT'L DISTILLERS (WINDSOR)	PHILIP MORRIS (MARLBORO)	
3C	AMER HEART ASSN (ATTACKS)	PHILIP MORRIS (MARLBORO)	
BC	B&W (KOOL)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	ANHEUSER BUSCH (RATINGS)	
5/00/84			
2C	NAT'L DISTILLERS (WINDSOR)	NOT AVAILABLE	
3C	ABC BUSINESS CENTERS(DATA)	NOT AVAILABLE	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL		
6/00/84			
2C	NAT'L DISTILLERS (WINDSOR)	BRISTOL-MYERS (VITALIS)	
3C	ABC BUSINESS CENTERS(DATA)	WINDSOR (WINDSOR VO)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
7/00/84			
2C	NAT'L.DISTILLERS (WINDSOR)	HOME BOX OFFICE (HBO TV)	
3C	ABC BUS. CENTERS(DATA GEN)	WINDSOR (CAN. WHISKEY)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
8/00/84			
2C	WINDSOR (CAN. WHISKEY)	OLYMPIC BK&BOXING ENCYPDIA	
3C	ABC BUS. CNTR. (DATA GEN.)	HBO	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL		
9/00/84			
2C	NATIONAL DIST. (WINDSOR)	IN HOUSE ADVERTISING	
3C	ABC BUSINESS CTR (COMPUT.)	EVERLAST (BOXING EQUIP.)	
BC	B&W (KOOL)	SPORT PUB. (84 OLYMPIC BK)	
CS	EDITORIAL		
10/00/84			
2C	NAT. DIST. PROD. (WHISKEY)	THE RING BOOK SHOP	
3C	ABC BUSINESS (COMPUTER)	EVERLAST(BOXING EQUIPMENT)	
BC	B&W (KOOL)	SPORTS PUB.(84 OLYMPIC BK)	
CS	EDITORIAL	EDITORIAL	
11/00/84			
2C	NAT'L DIST. (WINDSOR CAN.)	NOT AVAILABLE	
3C	ABC BUS.(DATA GEN. COMP)	NOT AVAILABLE	
BC	B&W (KOOL)	NOT AVAILABLE	
CS	EDITORIAL		
12/00/84			
2C	NATL. DIST.(WINDSOR CANAD)	BOOK SHOP (RECORD BOOK)	
3C	ABC BUS. (DATA GEN. COMP.)	WINDSOR DIST. (CAN. WHSKY)	
BC	B&W (KOOL)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	

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THE STAR

	1985	1984	19
1/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
1/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LORILLARD (NEWPORT)	LORILLARD (SATIN)	
CS	EDITORIAL	EDITORIAL	
1/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (BELAIR)	
CS	EDITORIAL	EDITORIAL	
1/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
1/31/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (BELAIR)	
CS	EDITORIAL	EDITORIAL	
2/07/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH)	
CS	EDITORIAL	EDITORIAL	
2/14/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
CS	EDITORIAL	EDITORIAL	
2/21/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	B&W (BELAIR)	
CS	EDITORIAL	EDITORIAL	
2/28/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

THE STAR

	1985	1984	19(
3/06/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
3/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (BELAIR)	
CS	EDITORIAL	EDITORIAL	
3/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	
3/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	
4/03/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LRDILLARD (NEWPORT)	LORILLARD (KENT)	
CS	EDITORIAL	EDITORIAL	
4/10/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	RJR (NOW)	
CS	EDITORIAL	EDITORIAL	
4/17/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
CS	EDITORIAL	EDITORIAL	
4/24/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	EDITORIAL	EDITORIAL	
5/01/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	B&W (RALEIGH/BELAIR)	B&W (RALEIGH/BELAIR)	
CS	EDITORIAL	EDITORIAL	

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MAGAZINE COVER REPORT

THE STAR

	1985	1984
5/08/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)
CS	EDITORIAL	EDITORIAL
5/15/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
5/22/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	LORILLARD (NEWPORT)	LORILLARD (KENT)
CS	EDITORIAL	EDITORIAL
5/29/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)
CS	EDITORIAL	EDITORIAL
6/05/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	B&W (KOOL)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
6/12/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	LORILLARD (NEWPORT)
CS	EDITORIAL	EDITORIAL
6/19/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	B&W (RALEIGH)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
6/26/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (MERIT)
CS	EDITORIAL	EDITORIAL
7/03/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	B&W (RALEIGH/BELAIR)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL

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MAGAZINE COVER REPORT

THE STAR

	1985	1984
19		
7/10/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)
CS	EDITORIAL	EDITORIAL
7/17/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	LORILLARD (KENT)	LORILLARD (TRUE)
CS	EDITORIAL	EDITORIAL
7/24/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (VIRGINIA S)
CS	EDITORIAL	EDITORIAL
7/31/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	LORILLARD (KENT)	LORILLARD (NEWPORT)
CS	EDITORIL	EDITORIAL
8/07/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	STAR (SUBSCRIPTION)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
8/14/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	LORILLARD (KENT)	LORILLARD (TRUE)
CS	EDITORIAL	EDITORIAL
8/21/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)
CS	EDITORIAL	EDITORIAL
8/28/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	RJR (SALEM)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
9/04/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MARLBORO)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL

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THE STAR

	1985	1984
9/11/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	LORILLARD (NEWPORT)	LORILLARD (TRUE)
CS	EDITORIAL	EDITORIAL
9/18/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	RJR (SALEM)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
9/25/84		
2C	EDITORIAL	EDITORIAL
3C	MAXIE (MOVIE)	EDITORIAL
BC	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)
CS	EDITORIAL	EDITORIAL
10/02/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (B&H)	B&W (RALEIGH/BELAIR)
CS	EDITORIAL	EDITORIAL
10/09/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	RJR (WINSTON)	RJR (SALEM)
CS	EDITORIAL	EDITORIAL
10/16/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	LORILLARD (KENT)	LORILLARD (KENT)
CS	EDITORIAL	EDITORIAL
10/23/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)
CS	EDITORIAL	EDITORIAL
10/30/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PLOUGH INC (CORRECTOL LAX)	B&W (KOOL)
CS	EDITORIAL	EDITORIAL
11/06/84		
2C	EDITORIAL	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (VIRGINIA S)
CS	EDITORIAL	EDITORIAL

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MAGAZINE COVER REPORT

THE STAR

	1985	1984	19
11/13/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	RJR (SALEM)	
CS	EDITORIAL	EDITORIAL	
11/20/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
11/27/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	LORILLARD (KENT)	LORILLARD (TRUE)	
CS	EDITORIAL	EDITORIAL	
12/04/84			
2C	EDITORIAL	EDITORIAL	
3C	JEWEL OF THE NILE (MOVIE)	EDITORIAL	
BC	RJR (SALEM)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
12/11/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
12/18/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	P&G (JOY)	B&W (KOOL)	
CS	EDITORIAL	EDITORIAL	
12/25/84			
2C	EDITORIAL	EDITORIAL	
3C	EDITORIAL	EDITORIAL	
BC	RJR (SALEM)	RJR (WINSTON)	
CS	EDITORIAL	EDITORIAL	
12/31/84			
2C	EDITORIAL		
3C	EDITORIAL		
BC	PHILIP MORRIS (MARLBORO)		
CS	EDITORIAL		

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MAGAZINE COVER REPORT

TIME	1985	1984	19
1/02/84			
2C	NO ISSUE	CHRYSLER (VOYAGER) (+PG1)	
3C	******	AT&T (CORPORATE)	
BC	******	B&W (KOOL)	
CS	******	DORSEY LAB (TRIAMINIC)	
1/09/84			
2C	RJR (CAMEL)	RJR (NOW)	
3C	US POSTAL SERV (EXP.MAIL)	OLDSMOBILE (DELTA 88)	
BC	B&W (KOOL)	AMER. TOBACCO (LUCKY)	
CS	CHRYSLER (DODGE LANCER)	XEROX	
1/16/84			
2C	CHRYSLER (TRUCKS) GATE	FORD (TEMPO)	
3C	GM (CELEBRITY) SP	EMERY (INT. SERVICE)	
BC	AMER TOBACCO (CARLTON)	PHILIP MORRIS (MARLBORO)	
CS	BMW (ANTI-LOCK BRAKES)	UNIDEN & EDITORIAL	
1/23/84			
2C	LORILLARD (KENT)	TOYOTA (CELICA)	
3C	GENERAL ELEC.(VISUAL PROG)	HEUBLEIN (SMIRNOFF VODKA)	
BC	PHILIP MORRIS (MARLBORO)	B&W (VICEROY)	
CS	EDITORIAL	MERCEDES-BENZ	
1/30/84			
2C	RJR (WINSTON)	LORILLARD (NEWPORT)	
3C	VOLKSWAGEN (JETTA)	OLDSMOBILE (CUTLASS)	
BC	B&W (BARCLAY)	RJR (VANTAGE)	
CS	NISSAN (AUTO)	XEROX	
2/06/84			
2C	FORD (ESCORT-TURBO GT)	VOLKSWAGEN (GTI)	
3C	VAN MUNCHING (HEINEKEN)	AVIS (CAR RENTAL)	
BC	RJR (NOW)	B&W (BARCLAY)	
CS	FEDERAL EXPRESS (ZAP MAIL)	GM (MR. GOODWRENCH)	
2/13/84			
2C	BRISTOL MYERS (NUPRIN)	PORSCHE-AUDI (PORSCHE)	
3C	AT&T (COMMUNICATIONS) SP	MIDAS INT. (BRAKES)	
BC	B&W (BARCLAY)	AMER. TOBACCO (CARLTON)	
CS	GM (CORP)	ALLSTATE (INSURANCE)	
2/20/84			
2C	NISSAN (AUTOS)	OLDSMOBILE (CUTLASS)	
3C	GM (BUICK SOMERSET)	THE BANK	
BC	AMER TOBACCO (CARLTON)	SCHENLEY (DEWARS)	
CS	GE (HOME MINDER)	APPLE (COMPUTER)	
2/27/84			
2C	XEROX CORP.(TEAM XEROX) SP	PONTIAC (6000)	
3C	FORD (TEMPO) SP	VOLKSWAGEN	
BC	VISA (VISA CARD)	PHILIP MORRIS (PLAYERS)	
CS	AMC (RENAULT FUEGO)	DODGE (CARAVAN)	

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MAGAZINE COVER REPORT

TIME

	1985	1984	19
3/05/84			
2C	VOLKSWAGEN (GTI) GATE	LAWRY'S FOODS INC. (SALT)	
3C	GM (GMC VAN)	CHEVROLET	
BC	PHILIP MORRIS (MARLBORO)	AT&T	
CS	MAZDA (B2000 TRUCKS)	HONDA (HONDA)	
3/12/84			
2C	NAT'L DIST. (WINDSOR)	PORSCHE (928S)	
3C	GM (OLDSMOBILE CITLASS)	HERSHEY (GOLDEN ALMOND)	
BC	VAN MUNCHING (HEINEKEN)	PHILIP MORRIS (MARLBORO)	
CS	FORD (WAGONS)	AT&T (LONG DISTANCE)	
3/19/84			
2C	MILLER BREW. (MILLER) GATE	DODGE (DAYTONA)	
3C	CHRYSLER (DODGE LANCER)	CHEVROLET (CAVALIER)	
BC	PHILIP MORRIS (MERIT)	AT&T (INTER. DIALING)	
CS	TOYOTA (MR2)	AT&T (INFO SYSTEMS)	
3/26/84			
2C	LIGGET GROUP (STRIDE)	MERCEDES-BENZ (CORPORATE)	
3C	CHRYSLER (LE BARON)	HEUBLEIN (SMIRNOFF VODKA)	
BC	NEW ENGLAND MUTUAL (INS.)	AMER. TOBACCO (LUCKY)	
CS	GOODYEAR (EAGLE TIRES)	AMER. EXPRESS (CORP)	
4/02/84			
2C	STE. PIERRE (SMIRNOFF)	VOLKSWAGEN (WOLFSBURG)	
3C	HIRAM WALKER (CANAD.CLUB)	INT. GOLD CORP. (14KT GLD)	
BC	AMER TOBACCO (CARLTON)	LORILLARD (KENT)	
CS	PHILIP MORRIS (MARLBORO)	AMERICAN EXPRESS	
4/09/84			
2C	CHRYSLER (CARAVELLE)	AMERICAN AIRLINES	
3C	VOLKSWAGEN (GTI)	OLDSMOBILE (NINETY EIGHT)	
BC	LORILLARD (TRUE)	PHILIP MORRIS (MARLBORO)	
CS	AMER HONDA (PRELUDE)	BUICK (ELECTRA)	
4/16/84			
2C	MICHELIN (TIRES)	ARMOUR-DIAL INC. (DIAL)	
3C	AT&T (INFORMATION SYSTEM)	VISA	
BC	PHILIP MORRIS (MERIT)	LORILLARD (KENT)	
CS	ANHEUSER BUSCH (BEER)	SCHENLEY'S (DEWARS)	
4/23/84			
2C	JOHN HANCOCK (INSURANCE)	PHILIP MORRIS(MAR)(GT+PG1)	
3C	VOLKSWAGEN (GTI)	MERCEDES-BENZ (3CSP)	
BC	LORILLARD (TRUE)	PHILIP MORRIS (PLAYERS)	
CS	CHRYSLER (TURBOS)	LORILLARD (SATIN)	
4/30/84			
2C	LOTUS DEVEL. (SOFTWARE)	RJR (NOW)	
3C	BAILEYS (IRISH CREAM LIQ.)	BUICK (ELECTRA)	
BC	PHILIP MORRIS (MARLBORO)	RJR (STERLING)	
CS	FORD (MUSTANG SVO)	MAZDA (RX-7)	

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TIME

	1985	1984	19
5/07/84			
2C	FORD (ESCORT) GATE	RJR (CAMEL)	
3C	RJR (VANTAGE)	NISSAN (200 SX TURBO)	
BC	AUDI (5000S TURBO)	PHILIP MORRIS (B&H)	
CS	1PG EDIT/NY GRAPHIC(BOOKS)	KMART (K CARE AUTO CENTER)	
5/14/84			
2C	JC PENNEY (SHIRTS)	LORILLARD (KENT)	
3C	US POSTAL (EXP MAIL ACCT)	OLDSMOBILE (DELTA 88 LS)	
BC	PHILIP MORRIS (MERIT)	RJR (VANTAGE)	
CS	HONDA (POWER TOOLS)	RJR (STERLING)	
5/21/84			
2C	US ARMY (COLLEGE FUND)	RJR (VANTAGE)	
3C	HOLIDAY INN (HOTELS)	PADDINGTON (J&B SCOTCH)	
BC	CHRYSLER (LE BARON)	AMER. TOBACCO (CARLTON)	
CS	RJR (VANTAGE)	APPLE (APPLE IIC COMPUTER)	
5/28/84			
2C	FORD (SERV GUARANTEE) GATE	W&A GILBEY (GIN)	
3C	PHILIP MORRIS (MERIT)	HIRAM WALKER (CAN. CLUB)	
BC	TOYOTA (MR2)	RJR (STERLING)	
CS	EDITORIAL & 1/3 4C AD	MAZDA (RX-7)	
6/04/84			
2C	NAT'L DISTILLERS (GIN)	STERLING DRUG (PANADOL)	
3C	HIRAM WALKER (CANAD. CLUB)	PORSCHE-AUDI (AUDI 4000S)	
BC	RJR (VANTAGE)	PHILIP MORRIS (PLAYERS)	
CS	HONDA (POWER MACHINES)	SAAB (SAAB 900)	
6/11/84			
2C	INT'L GOLD CORP. (GOLD)	CADILLAC (WIN WIMBLEDON)	
3C	TIMEX CORP (WATCHES)	BUICK (ELECTRA)	
BC	PHILIP MORRIS (MARLBORO)	VAN MUNCHING (HEINEKEN)	
CS	EDITORIAL	APPLE (APPLE IIC COMPUTER)	
6/18/84			
2C	STE. PIERRE (SMIRNOFF)	U.S. POSTAL SERV. (STAMPS)	
3C	BF SPIRITS (CANADIAN MIST)	BMW (325E)	
BC	AT&T (CORP)	GEN. WN&SPT (CHIVAS REGAL)	
CS	IBM(SYSTEM 200 TYPEWRITER)	POLAROID (600 SYSTEM)	
6/25/84			
2C	CHRYSLER (DODGE&PLYMTH) GT	AT&T	
3C	BMW (BMW 325E)	B-F SPIRITS (CAN. MIST)	
BC	VAN MUNCHING (HEINEKEN)	POLAROID	
CS	MAZDA (RX-7)	MAZDA (B2000)	
7/02/84			
2C	LAWRY"S FOODS (SALT)	ADVIL (MEDICINE)	
3C	PHILIP MORRIS (VIRGINIA S)	VAN MUNCHING (HEINEKEN)	
BC	AT&T (COMMUNICATIONS)	PHILIP MORRIS (MARLBORO)	
CS	EARNEST&JULIO GALLO (CORP)	APPLE COMPUTER	

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TIME	1985	1984
7/09/84		
2C	CHRYSLER (PROTECTION) GT	AT&T (AT&T CARD)
3C	AT+T (LONG DISTANCE) SP	FORD (THUNDERBIRD)
BC	PHILIP MORRIS (MERIT)	AMERICAN TOBACCO (CARLTON)
CS	EDITORIAL	STATUE OF LIBERTY (SPONS)
7/16/84		
2C	SAAB (900)	PHILIP MORRIS (MERIT)
3C	U.S. COMM.ENERGY AWARENESS	NATIONAL CAR RENTAL
BC	AMERICAN TOBACCO (CARLTON)	RJR (CAMEL)
CS	PHILIP MORRIS (B&)	HONDA (CIVIC)
7/23/84		
2C	BOLKSWAGEN (GTI)	MERCEDES-BENZ(EQUST.SPORT)
3C	CHEVROLET (CAPRICE)	FORD
BC	RJR (STERLING)	PHILIP MORRIS (B&H)
CS	MAZDA (626 SPORT COUPE)	FORD
7/30/84		
2C	PHILIP MORRIS (MERIT)	LORILLARD (TRUE)
3C	METROPOLITAN INSURANCE CO.	VERBATIM (DISKS)
BC	PHILIP MORRIS (B&H)	RJR (CAMEL)
CS	PUERTO RICO COMM. (RUM)	KODAK
8/06/84		
2C	PHILIP MORRIS (MARLBORO)	FORD (COUNTRY SQUIRE)
3C	VOLKSWAGEN (GOLF)	GILBEYS (DRY GIN)
BC	RJR (NOW)	MERCEDES-BENZ (EQUEST SPT)
CS	XEROX (TEAM XEROX)	EDITORIAL
8/13/84		
2C	SHARP (COPIER)	LORILLARD (TRUE)
3C	HEUBLEIN (SMIRNOFF)	RJR (NOW)
BC	TOYOTA (MR2)	TOYOTA (COROLLA)
CS	NISSAN (CARS)	GM (MR. GOODWRENCH)
8/20/84		
2C	VOLKSWAGEN (JETTA)	MERCEDEZ-BENZ
3C	GM (CELEBRITY EUROSPORT)	VOLVO
BC	AT+T (LONG DISTANCE)	PHILIP MORRIS (MERIT)
CS	MAZDA (GLC DELUXE SEDAN)	COMMODORE (COMPUTERS)
8/27/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)
3C	ADOLPH COORS (BEER)	AMERICAN AIRLINES
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)
CS	APPLE (COMPUTERS)	RJR (VANTAGE)
9/03/84		
2C	PHILIP MORRIS (MERIT)	FORD (BRONCO II)
3C	SAAB (SAAB 900)	VISA U.S.A. (PREMIER CARD)
BC	PHILIP MORRIS (B&H)	W&A GILBEY (LONDON GIN)
CS	FORD (TEMPO)	ALCOA (RECYCLE ALUM. CANS)

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TIME		1985	1984
9/10/84			
	2C	TRAVELERS (INSURANCE)	FORD (MUSTANG GT)
	3C	MICHELIN (TIRES)	LOCKHEED (CORPORATE)
	BC	W&A GIBBEY (GIN)	RJR (NOW)
	CS	FISHER (TV)	MAZDA (GLC)
9/17/84			
	2C	HIRAM WALKER (CANADIAN CL)	CHRYSLER (CORP.) (GT+PG1)
	3C	BMW (735I CAR)	APPLE (COMPUTER) (3CSP)
	BC	AT&T (COMMUNICATIONS)	RJR (MORE)
	CS	FORD (THUNDERBIRD)	AT&T (INFO SYSTEMS)
9/24/84			
	2C	PHILIP MORRIS (MARL)6PG GT	POLAROID (SLR 600 CAMERA)
	3C	FORD (AEROSTAR) SP	TOYOTA (4WD TRUCK)
	BC	RJR (NOW)	PHILIP MORRIS (MERIT)
	CS	AMERICN GAS (CARRIER)	CHRYSLER (CORP.)
10/01/84			
	2C	JEEP (COMANCHE) GATE	DODGE (ARIES K) (GT)
	3C	GM (BUICK SKYLARK)	AMER. MOTORS (RENAULT)
	BC	PHILIP MORRIS (MARLBORO)	LORILLARD (TRUE)
	CS	CHRYSLER (DODGE CARAVAN)	PHILIP MORRIS (CORPORATE)
10/08/84			
	2C	GATE CHRYSLER (VOYAGER)	RJR (VANTAGE)
	3C	KRAFT (CRACKER BARREL)	AT&T (MERLIN)
	BC	LORILLARD (KENT)	HIRAM WALKER (CAN. CLUB)
	CS	JEEP (CHEROKEE)	IBM (PC JR.)
10/15/84			
	2C	SHARP ELECTRONICS (COPIER)	RCA (TV'S)
	3C	CHRYSLER (DODGE TRUCK)	DODGE (ARIES)
	BC	HIRAM WALKER (CANADIAN CL)	RJR (MORE)
	CS	SWANSON (LE MENU DINNER)	SPECIAL ADV. SECTION
10/22/84			
	2C	GATE TOYOTA (CELICA)	TOYOTA (CRESSIDA) (GT+PG1)
	3C	OLDSMOBILE (REGENCY 98)	PADDINGTON (J&B SCOTCH)
	BC	RJR (NOW)	PHILIP MORRIS (MERIT)
	CS	MAZDA (626)	COMMODORE (COMPUTER)
10/29/84			
	2C	GATE JEEP (COMANCHE)	OLDSMOBILE (CALAIS)
	3C	GENERAL FOODS (SANKA)	BUICK (SOMERSET)
	BC	PHILIP MORRIS (MERIT)	B&W (KOOL)
	CS	MONROE (OFFICE EQUIPMENT)	RCA(COLORTRAK 2000 TV)(GT)
11/05/84			
	2C	GMC (PICKUP TRUCK)	FISHER (TV,STEREO)(GT+PG1)
	3C	PHILIP MORRIS (B&H)	FORD (LTD) (3CSP)
	BC	VAN MUNCHING (AMSTEL L BR)	RJR (NOW)
	CS	HONDA (ACCORD)	RCA (COLORTRAK 2000 TV)

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TIME		1985	1984	19
11/12/84				
	2C	GM (CELEBRITY EUROSPORT)	VOLKSWAGEN (JETTA)(GT+PG1)	
	3C	AT&T (COMMUNICATIONS)	B.F. SPIRITS (CAN. MIST)	
	BC	RJR (NOW)	RJR (NOW)	
	CS	CHRYSLER (RAM TRUCKS)	B&W (KOOL)	
11/19/84				
	2C	MAZDA (MAZDA)	VOLKSWAGEN (GOLF) (GT+PG1)	
	3C	TOYOTA (CELICA)	ZENITH (TV)	
	BC	RJR (VANTAGE)	PHILIP MORRIS (B&H)	
	CS	MAZDA (323)	COMMODORE	
11/26/84				
	2C	PANASONIC (VHS) GATE	PANASONIC (VIDEO) (GT+PG1)	
	3C	AUDI (5000S) SP	GILBEY (GIN)	
	BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
	CS	AMER. BOOKSELLER (BOOK SH)	BOOK SHOP	
12/03/84				
	2C	IBM (TYPEWRITER)	RJR (CAMEL)	
	3C	SONY (VCR)	GRAND-DAD DIST. (BOURBON)	
	BC	PHILIP MORRIS (MERIT)	AMERICAN TOBACCO (CARLTON)	
	CS	HEWLETT (BUS. COM. SYS.)	CHEVROLET (CAVALIER)	
12/10/84				
	2C	PEOPLE EXPRESS (AIRLINE)	FORD (ESCORT)	
	3C	HIRAM WALKER (CANADIAN CL)	HIRAM WALKER (CAN. CLUB)	
	BC	AT&T (LONG DISTANCE)	RJR (NOW)	
	CS	SEARS ROEBUCK (ANN.)GPG GT	APPLE (COMPUTER)	
12/17/84				
	2C	FORD (MERCURY SABLE) GATE	PHILIP MORRIS (PLAYERS)	
	3C	B F SPIRITS (CANADIAN CL)	VOLVO (700 SERIES)	
	BC	RJR (VANTAGE)	PHILIP MORRIS (MERIT)	
	CS	MAZDA (B2000 CAB PLUS)	RUMS OF PUERTO RICO	
12/24/84				
	2C	CHRYSLER (DODGE LANCER)	US MAIL (EXPRESS MAIL)	
	3C	AUDI (4000 CS)	DURACELL INC. (BATTERIES)	
	BC	PHILIP MORRIS (MERIT)	HEUBLEIN (SMIRNOFF VODKA)	
	CS	PHILIP MORRIS (CORPORATE)	AUDI (4000S)	
12/31/84				
	2C	FORD (TAURUS) SP	CHRYSLER(LE BARON)(GT+PG1)	
	3C	AT&T (MERLIN SYSTEM)	PHILIP MORRIS(VIR.S)(3CSP)	
	BC	LORILLARD (TRUE GOLD)	VAN MUNCHING (HEINEKEN)	
	CS	EDITORIAL	EDITORIAL	

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TOWN & COUNTRY

		1985	1984	19(
1/00/84				
	2C	ONEIDA LTD (STAINLESS)	ONEIDA SILVER	
	3C	WATERFORD (CRYSTAL HEART)	WATERFORD (CRYSTAL)	
	BC	HAMILTON JEWELERS (WATCH)	EF HUTTON	
	CS	NONE	NONE	
2/00/84				
	2C	REVLON (COLLAGEN COMPLEX)	BALMAIN PARFUMS (GT)	
	3C	WATERFORD (CRYSTAL)	WATERFORD (IRISH CRYSTAL)	
	BC	MAYOR'S (HAPPY DIAMONDS)	CENTURY (FURNITURE)	
	CS	NONE	NONE	
3/00/84				
	2C	LANCOME (BEAUTY TREATMNTS)	NINA RICCI (L'AIR DU TEMP)	
	3C	PETOCHI & GOREVIC (ROLEX)	CORUM (WATCH)	
	BC	GLENVILET (SCOTCH)	GLENLIVET (SCOTCH WHISKEY)	
	CS	NONE	NONE	
4/00/84				
	2C	TORIE STEELE BOUTIQUE	CRANE & CO. (PAPER)	
	3C	CHRISTAIN DIOR (CLOTHES)	CHRISTIAN DIOR (MAKEUP)	
	BC	WATERFORD (CRYSTAL)	WATERFORD (CRYSTAL)	
	CS	NONE	NONE	
5/00/84				
	2C	WATERFORD (CRYSTAL)	WATERFORD (CRYSTAL)	
	3C	CHOPARD GENEVE (WATCHES)	CHOPARD (WATCH)	
	BC	SAKS FIFTH (MAXIM PERFUME)	NINA RICCI (LAIR DU TEMPS)	
	CS	NONE	NONE	
6/00/84				
	2C	CITIBANK (BKNG & INVESTMT)	TOWLE (GALWAY CRYSTAL)	
	3C	BETH CO (PERFUME)	W. FT. PEPPERELL (MARTEX)	
	BC	CONCORD COLLECTION (WATCH)	CORUM (WATCH)	
	CS	NONE	NONE	
7/00/84				
	2C	THE MORGAN BANK	MORGAN BANK (PERFORMANCE)	
	3C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)	
	BC	RICHARD D. EISEMAN(JEWELS)	EISEMAN JEWELS (JEWELRY)	
	CS	NONE	NONE	
8/00/84				
	2C	MIKIMOTO (PEARLS) GT	BALMAIN (IVORE) (GT)	
	3C	BEECHMAN COSMETIC(TATIANA)	TOWLE (GALWAY CRYSTAL)	
	BC	WATERFOR CRYSTAL (GLASS)	WATERFORD (CRYSTAL)	
	CS	NONE	NONE	
9/00/84				
	2C	MORGAN BK (FINANCIAL)	THE MORGAN BANK	
	3C	LENOX (CHINA & CRYSTAL)	CENTURY (FURNITURE)	
	BC	CORUM (WATCH)	CORUM (WATCHES)	
	CS	NONE	NONE	
10/00/84				
	2C	TALLARICO (JEWELRY)	MARTEX (SHEETS)	
	3C	INTNL. GOLD (18K GOLD)	INTN'L GOLD CORP (RUSSETS)	
	BC	SAKS FIFTH AVE. (DEPT. ST)	CESKA (CRYSTAL)	
	CS	NONE	NONE	
11/00/84				
	2C	CHRISTIAN BROS. (PERFUME)	CHRISTIAN DIOR (ESSENCE)	
	3C	GM (OLDSMOBILE TORONADO)	BMW (BMW 733I)	
	BC	CONCORD (DIAMOND WATCH)	PIAGET (WATCHES)	
	CS	NONE	NONE	
12/00/84				
	2C	CARILLON (LIQUEUR)	CARILLON (GRAND MARNIER)	
	3C	WATERFORD (LAMP)	WATERFORD (CRYSTAL)	
	BC	MAYOR'S (JEWELRY)	NINA RICCI(L'AIR DU TEMPS)	
	CS	NONE	NONE	

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TRAVL & LEISURE

	1985	1984	19(
1/00/84			
2C	BMW (BMW COUPE) SP	VOLVO (VOLVO)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
BC	SCHENLEY IMPORTS (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
2/00/84			
2C	GM (ELDORADO)	FORD (THUNDERBIRD)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	SCHENLEY IMPORTS (DEWAR'S)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
3/00/84			
2C	PUERTO RICO TOURISM	EASTON PRESS (BOOKS)(+PG1)	
3C	GM (FLEETWOOD BROUGHAM)	MASTERCARD	
BC	COSTA CRUISES (ITAL.STYLE)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
4/00/84			
2C	COSTA CRUISES (SHIPS)	SCHENLEY (DEWAR'S) (+PG1)	
3C	NORTHWEST ORIENT(AIRLINES)	FORD (THUNDERBIRD)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
5/00/84			
2C	CARILLON (GRAND MARNIER)	RJR (VANTAGE)	
3C	ONTARIO TRAVEL (TORONTO)	PHILIP MORRIS (PLAYERS)	
BC	BUSKINGHAM (CUTTY SARK)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
6/00/84			
2C	SAKS FIFTH AVE (CLOTHES)	PHILIP MORRIS (MERIT)	
3C	BMW (635 CSI COUPE)	FORD	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
7/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (PLAYERS)	
3C	RJR (NOW)	RJR (STERLING)	
BC	KODAK (KODACOLOR 200)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
8/00/84			
2C	DEBEERS (DIAMON RING)	FORD (ESCORT)	
3C	KODAK (KODACOLOR VR 200)	FORD (AMEICAN TRUCKS)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
9/00/84			
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS (B&H) (+PG1)	
3C	ILLVA SARONNO (AMARETTO)	MASTERCARD (GOLD CARD)	
BC	UNITED AIR. (CORP)	BMW (CORPORATE)	
CS	NONE	NONE	
10/00/84			
2C	KAHLUA (LIQUEUR)	MAIDSTONE (KAHLUA)	
3C	SOMERSET (J.W. RED LABEL)	RJR (STERLING)	
BC	SAKS FIFTH AVE. (DEPT. ST)	RAYMOND WEIL (WATCHES)	
CS	NONE	NONE	
11/00/84			
2C	SAKS 5TH AVE. (WATCHES)	OMEGA (WATCHES)	
3C	SHERATON (HOTELS/AMER.EXP)	U.S. AIR INC. (COPORATE)	
BC	ILVA SARONNO (AMARETTO)	SCHENLEY (DEWAR'S)	
CS	NONE	NONE	
12/00/84			
2C	CARILLON (LIQUEUR)	INT. GOLD CORP. (GOLD)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (PLAYERS)	
BC	CARILLON (ABSOLUT VODKA)	CARILLION (GRAND MARNIER)	
CS	NONE	NONE	

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TRUE STORY

	1985	1984
1/00/84		
2C	RJR (SALEM)	RJR (SALEM)
3C	TAMBRANDS (TAMPAX)	ORTHO PHARM. CORP. (FACT)
BC	B&W (RALEIGH/BELAIR)	B&W (KOOL)
CS	NONE	NONE
2/00/84		
2C	MAYBELLINE (MAKE-UP)	B&W (KOOL)
3C	WHTIEHALL (DRISTAN)	TAMPAX (TAMPAX)
BC	RJR (SALEM)	RJR (SALEM)
CS	NONE	NONE
3/00/84		
2C	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)
3C	WHITEHALL (DRISTAN)	ORTHO PHARM. (FACT)
BC	RJR (NOW)	B&W (KOOL)
CS	NONE	NONE
4/00/84		
2C	MAYBELLINE (EXPERT EYES)	B&W (KOOL)
3C	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)
BC	RJR (NOW)	RJR (SALEM)
CS	NONE	NONE
5/00/84		
2C	MAYBELLINE (BRUSH/BLUSH)	MAYBELLINE (BRUSH/BLUSH)
3C	MAX FACTOR (LE JARDIN)	STERLING DRUG (MIDOL)
BC	RJR (SALEM)	B&W (KOOL)
CS	NONE	NONE
6/00/84		
2C	B&W (RALEIGH/BELAIR) SP	MAXFACTOR (MUSK COLOGNE)
3C	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)
BC	RJR (SALEM)	B&W (KOOL)
CS	NONE	NONE
7/00/84		
2C	MAYBELLINE (BRUSH & BLUSH)	MAYBELLINE (EYE SHADOW)
3C	RJR (SALEM)	MAX FACTOR (MUSK COLOGNE)
BC	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)
CS	NONE	NONE
8/00/84		
2C	P&G (ALWAYS)	P&G (ALWAYS PADS) (+PG1)
3C	PARFUMSDECOEUR (BDY SPRAY)	COTY (MUSK)
BC	MAYBELLINE (GREAT LASH)	MAYBELLINE (LIPSTICK)
CS	NONE	NONE
9/00/84		
2C	B&W (RALEIGH BELAIR) SP	MAYBELLINE (LIPSTICK)
3C	RJR (NOW)	MAX FACTOR (MAGICAL MUSK)
BC	TAMBRANDS (TAMPONS)	TAMPAX (TAMPAX)
CS	NONE	NONE
10/00/84		
2C	PHILIP MORRIS (MARLBORO)	MAYBELLINE (EXPERT TOUCH)
3C	TAMBRANDS (TAMPAX)	TAMPAX (TAMPAX)
BC	RJR (NOW)	RJR (SALEM)
CS	NONE	NONE
11/00/84		
2C	MAYBELLINE (MOISTURE WHIP)	MAYBELLINE (LIPSTICK)
3C	INTERNTL. PLAYTEX (TAMPON)	PLAYTEX (BRA)
BC	RJR (NOW)	RJR (SALEM)
CS	NONE	NONE
12/00/84		
2C	MAYBELLINE (EYE PENCILS)	MAYBELLINE (EXPERT EYES)
3C	MAX FACTOR (COLOGNE SPRAY)	ADVANCE CARE PROD(ADVANCE)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)
CS	NONE	NONE

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	1985	1984	19
1/07/84			
2C	AT&T (LONG DISTANCE)	AT&T (+PG1)	
3C	US POSTAL SERV (US MAIL)	AT&T	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
1/14/84			
2C	LORILLARD (KENT III)	LORILLARD (NEWPORT)	
3C	ARMY RESERVE	ARMY RESERVE	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
1/21/84			
2C	GM (CHEVROLET) SP	B&W (RALEIGH)	
3C	WHIRLPOOL (RANGES & OVENS)	FORD (MUSTANG)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
1/28/84			
2C	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
3C	AT&T (LONG DISTANCE)	AT&T (CORP.)	
BC	RJR (SALEM)	RJR (VANTAGE)	
CS	NONE	NONE	
2/04/84			
2C	US POSTAL SERVICE (MAIL)	CHEVROLET (GT+PG1)	
3C	STE. PIERRE (SMIRNOFF)	MIDAS INT. (BRAKES)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
2/11/84			
2C	GM (OLDSMOBILE CUTLASS)	FORD (WAGONS)	
3C	WESTERN PUB.(BOOK CONTEST)	WHIRLPOOL (APPLIANCES)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	NONE	NONE	
2/18/84			
2C	PROCTOR & GAMBLE (CREST)	EDITORIAL	
3C	RCA MUSIC (TAPES&RECORDS)	RCA (MUSIC SERVICE) (3CSP)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
2/25/84			
2C	STE. PIERRE (VODKA)	FORD (TEMPO)	
3C	US POSTAL SERVICE (MAIL)	OLDSMOBILE (FIRENZA)	
BC	RJR (SALEM)	RJR (VANTAGE)	
CS	NONE	NONE	
3/03/84			
2C	LORILLARD (TRUE)	K-MART (SHOP VAC)	
3C	WHIRLPOOL (APPLIANCES)	WHIRLPOOL (APPLIANCES)	
BC	RJR (WINSTON)	RJR (SALEM)	
CS	NONE	NONE	

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	1985	1984	198
3/10/84			
2C	GM (OLDSMOBILE FIRENZA)	BEATRICE (ASS'T PRODUCTS)	
3C	COLEMAN (SWEEPSTAKES)	PLYMOUTH (RELIANT K)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
3/17/84			
2C	B&W (BARCLAY)	B&W (BARCLAY)	
3C	INT'S CORSPNDCE SCHOOL SP	INT. CORRESPONDENCE SCHL.	
BC	RJR)SALEM)	RJR (SALEM)	
CS	NONE	NONE	
3/24/84			
2C	LORILLARD (TRUE)	LORILLARD (NEWPORT)	
3C	AT&T (LONG DISTANCE) SP	AT&T (INTER. DIALING)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
3/31/84			
2C	B&W (KOOL)	B&W (RALEIGH/BELAIR)	
3C	KODAK (VIDEO CASSETTE)	US POSTAL SERVICE (CORP.)	
BC	RJR (WINSTON)	RJR (VANTAGE)	
CS	NONE	NONE	
4/07/84			
2C	AMER TOBACCO(LUCKY STRIKE)	CHEVROLET (CELEBRITY)	
3C	RCA MUSIC (MEMBERSHIP) SP	BACARDI (RUM)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
4/14/84			
2C	GM (OLDMOBILE CUTLASS)	FORD (TEMPO)	
3C	PROCTOR & GAMBLE (ALWAYS)	ARMY	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	NONE	NONE	
4/21/84			
2C	PHILIP MORRIE (V.SLIMS) SP	BEATRICE (ASSORTED PROD.)	
3C	MCNEIL (TYLENOL)	US POSTAL SERVICE (CORP.)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
4/28/84			
2C	B&W (RALEIGH/BELAIR) SP	B&W (RALEIGH)	
3C	AT&T (CORP)	AT&T (INTER. DIALING)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
5/05/84			
2C	B&W (KOOL)	B&W (VICEROY)	
3C	FORD (ESCORT)	FORD (TEMPO)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	

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	1985	1984	19(
5/12/84			
2C	WHIRLPOOL (APPLIANCES)	WHIRLPOOL (APPLIANCES)	
3C	AT&T (LONG DISTANCE)	AT&T (3CSP)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
5/19/84			
2C	FORD (SERVICE) 4PG GATE	SO.COMFORT(+PG1)	
3C	US ARMY (RECRUITING)	US POSTAL SERVICE (CORP.)	
BC	RJR (VANTAGE)	RJR (STERLING)	
CS	NONE	NONE	
5/26/84			
2C	B&W (RALEIGH/BELAIR) SP	B&W (KOOL)	
3C	K MART (GIFT IDEAS)	KODAK (DISC CAMERA)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	NONE	NONE	
6/02/84			
2C	EDITORIAL	AMER. TOBACCO (LUCKY)	
3C	AT&T (LONG DISTANCE)	AT&T (CORP.)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
6/09/84			
2C	LEVI STRAUSS (SUITS) SP	K-MART (QUENCHER)	
3C	RCA MUSIC (MEMBERSHIP) SP	KODAK (TRIMPRINT CAMERA)	
BC	RJR (STERLING)	RJR (STERLING)	
CS	NONE	NONE	
6/16/84			
2C	B&W (BARCLAY)	20TH CENT FOX (RHINESTONE)	
3C	GILLETTE (BRUSH PLUS)	B&W (VICEROY)	
BC	B&W (KOOL)	SEAGRAMS (SEAGRAM'S 7)	
CS	NONE	NONE	
6/23/84			
2C	RJR (STERLING)	RJR (STERLING)	
3C	OSCAR MAYER (HOT DOGS)	US POSTAL SERVICE (CORP.)	
BC	AMER TOBACCO (CARLTON)	AMER. TOBACCO (CARLTON)	
CS	NONE	NONE	
6/30/84			
2C	LORILLARD (NEWPORT)	LORILLARD (NEWPORT)	
3C	RCA MUSIC (MEMBERSHIP) SP	KODAK (DISC CAMERA)	
BC	AMER TOBACCO(LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
CS	NONE	NONE	
7/07/84			
2C	B&W (RALEIGH/BELAIR) +PG1	B&W (RALEIGH/BELAIR)	
3C	AT&T (LONG DISTANCE) SP	KMART(RAY O VAC BATTERIES)	
BC	LORILLART (NEWPORT)	LORILLARD (SATIN)	
CS	NONE	NONE	

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	1985	1984	19
7/14/84			
2C	DEL MONTE (HAWAIIAN PUNCH)	********	
3C	P&G (ALWAYS)	********	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	
7/21/84			
2C	BEATRICE (FISHER PEANUTS)	BRISTOL-MYERS (NUP.)(+PG1)	
3C	RCA MUSIC (MEMBERSHIP) SP	U.S. ARMY	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	
7/28/84			
2C	ADOLPH COORS (BEER) SP	LEVI (CLOTHES) (GT+PG1)	
3C	AT&T (LONG DISTANCE)	SEAGRAM WHISKEY & COKE	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
8/04/84			
2C	RJR (SALEM)	LORILLARD (TRUE)	
3C	AIR FORCE (RECRUITING)	USPS (MAIL & MONEY ORDERS)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
8/11/84			
2C	LORILLARD (NEWPORT)	LORILLARD (TRUE)	
3C	DEL MONTE (HAWAIIAN PUNCH)	FORD (THUNDERBIRD)	
BC	AMER. TOBACCO (LUCKY LTS.)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
8/18/84			
2C	PHILIP MORRIS (B&H LTS.)	LORILLARD (SATIN)	
3C	RCA MUSIC SERV.(MEMBER.)SP	RCA (TAPE CLUB) (3CSP)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (LUCKY)	
CS	NONE	NONE	
8/25/84			
2C	P&G (ALWAYS)	P&G (ALWAYS) (+PG1)	
3C	OSCAR MAYER (HOT DOGS)	KMART (BACK TO SCHOOL SAV)	
BC	RJR (SALEM)	RJR (STERLING)	
CS	NONE	NONE	
9/01/84			
2C	PHILIP MORRIS (MAR.25'S)SP	PHILIP MORRIS (VIRGINIA S)	
3C	BEATRICE (FISHER PEANUTS)	USPS (POSTAL SERVICES)	
BC	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	
9/08/84			
2C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MAR.)(+PG1)	
3C	AT&T (FTD BOUQUET)	AT&T (LONG DISTANCE)(3CSP)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	

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TV GUIDE

	1985	1984
9/15/84		
2C	PHILIP MORRIS (PARL.)SP	PHILIP MORRIS (PLAYERS)
3C	RCA MUSIC (MEMBERSHIP) GT	NAP ELEC. (MAGNAVOX TV)
BC	RJR (SALEM)	RJR (MORE)
CS	NONE	NONE
9/22/84		
2C	PHILIP MORRIS (MARLBORO)GT	PHILIP MORRIS(MERIT)(+PG1)
3C	CBS VIDEO CL (MEMBER) SP	INT.CORSPNDNCE.SCHL.(3CSP)
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MARLBORO)
CS	NONE	NONE
9/29/84		
2C	FORD (AEROSTAR) GATE	SEAGRAM'S7&7UP TOGETHER
3C	CBS FOX (VIDEOCASSETTE) SP	KMART (HALOGEN LIGHTS)
BC	RJR (SALEM)	RJR (SALEM)
CS	NONE	NONE
10/06/84		
2C	GM (OLDS CALAIS)	OLDSMOBILE (CALAIS)(+PG1)
3C	AT&T (LONG DISTANCE)	AT&T (3CSP)
BC	PHILIP MORRIS (PARLIAMENT)	PHILIP MORRIS (PLAYERS)
CS	NONE	NONE
10/13/84		
2C	B&W (KOOL)	B&W (KOOL)
3C	RCA MUSIC (MEMBERSHIP)	ANEUSHER-BUSCH (LA BEER)
BC	RJR (WINSTON)	RJR (MORE)
CS	NONE	NONE
10/20/84		
2C	LORILLARD (KENT)	LORILLARD (KENT)
3C	WHIRLPOOL (RANGES & OVENS)	WHIRLPOOL (APPLIANCES)
BC	RJR (VANTAGE)	RJR (SALEM)
CS	NONE	NONE
10/27/84		
2C	GM (FIRENZA)	CHEVROLET (CAVALIER)(+PG1)
3C	GM (EUROSPORT) SP	B&W (KOOL)
BC	LORILLARD (KENT)	SEAGRAM7 & 7UP TOGETHER
CS	NONE	NONE
11/03/84		
2C	AT&T (LONG DISTANCE)	AT&T (LONG DISTANCE)(+PG1)
3C	RCA MUSIC (MEMEBERSHIP)	RCA (MUSIC CLUB) (3CSP)
BC	RJR (WINSTON)	RJR (WINSTON)
CS	NONE	NONE
11/10/84		
2C	LORILLARD (TRUE GOLD)	ARMY (ARMY COLLEGE FUND)
3C	KODAK (VIDEO CASSETTES)	KODAK (VIDEO CASSETTE)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)
CS	NONE	NONE

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	1985	1984	19
11/17/84			
2C	CHEVROLET (CELEBRITY)	SOUTHERN COMFORT (GT+PG1)	
3C	LORILLARD (TRUE) SP	LORILLARD (TRUE)	
BC	CAPT. MORGAN (RUM)	SEAGRAM (SEAGRAM'S 7)	
CS	NONE	NONE	
11/24/84			
2C	AMER. GREETING (XMAS WRAP)	COMMODORE (COMP.) (GT+PG1)	
3C	KODAK (VIDEO CASSETTE)	KODAK (DISC CAMERA)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	NONE	NONE	
12/01/84			
2C	GM (OLDS CUTLASS CIERA)	KMART (CONAIR)	
3C	KODAK (TELE DISC CAMERA)	KODAK (VIDEO CASSETTE)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	
12/08/84			
2C	PHILIP MORRIS (B&HL) SP	PHILIP'S CORP. (MAGNAVOX)	
3C	RCA (CLUB MEMBERSHIP)	ZIPPO (LIGHTERS)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	NONE	NONE	
12/15/84			
2C	BACARDI (RUM)	AT&T (LONG DISTANCE)(+PG1)	
3C	KODAK (VIDEO CASSETTE)	KODAK (DISC)	
BC	PHILIP MORRIS (PARLIAMENT)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
12/22/84			
2C	RJR (SALEM L)	CHEVROLET (CAPRICE) (+PG1)	
3C	P&G (BOUNCE)	P&G (SCOPE)	
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)	
CS	NONE	NONE	
12/29/84			
2C	FORD (TAURUS) SP	GM (MR. GOODWRENCH)(+PG1)	
3C	KODAK (COLORWATCH SYSTEM)	OLDSMOBILE (FIRENZA)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	

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INSIDE SPORTS

1985 1984 19

6/00/84
- 2C BF SPIRITS (CANADIAN MIST)
- 3C SHULTON (OLD SPICE DEOD)
- BC MARTTET IMP. (MOLSON)
- CS EDITORIAL

7/00/84
- 2C RJR (CAMEL)
- 3C BETA (BASF AUDIO)
- BC PHILIP MORRIS (MARLBORO)
- CS EDITORIAL

8/00/84
- 2C MARTLET IMPOR (MOLSON)
- 3C P&H (HEAD & SHOULDERS)
- BC PENNZOIL (MOTOR OIL)
- CS EDITORIAL

9/00/84
- 2C PHILIP MORRIS (MARLBORO)
- 3C STARTER (JACKETS)
- BC RJR (CAMEL)
- CS AMF (HEAVYHANDS)

10/00/84
- 2C RJR (CAMEL)
- 3C MARTLET IMP. (MOLSON)
- BC GILLETTE (RIGHT GUARD)
- CS EDITORIAL

11/00/84
- 2C AMER. MOTORS (RENAULT) SP
- 3C P&G (HEAD/SHOULDERS SHAMP)
- BC DEKUYPER (APPLE SCHNAPPS)
- CS PHILIP MORRIS (MARLBORO)

12/00/84
- 2C SPIRITS (CANADIAN MIST)
- 3C PUIG (COLOGNE)
- BC MARTLET (MOLSON)
- CS EDIT/2/3J.DANIELS(WHISKEY)

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U.S. NEWS & W R

	1985	1984
1/09/84		
2C	COMBINED WITH DEC. ISSUE	PLYMOUTH (VOYAGER) (+PG1)
3C	******	B&W (BARCLAY)
BC	******	PONTIAC
CS	******	MERCEDES-BENZ
1/16/84		
2C	CRYSLER (TRUCKS) SP GATE	OLDSMOBILE (DELTA 88)
3C	AT&T (LONG DISTANCE)	RENAULT (ALLIANCE)
BC	B&W (VICEROY)	B&W (VICEROY)
CS	CHRYSLER (DODGE LANCER)	AT&T
1/23/84		
2C	GM (OLDS CUTLASS CIERA)	VOLKSWAGEN (QUANTUM)(+PG1)
3C	CHRYSLER (LE BARON) SP	PONTIAC (GRAND PRIX-GM)
BC	B&W (KOOL)	PHILIP MORRIS (MARLBORO)
CS	AUDI (4000 S)	DODGE (CARAVAN)
1/30/84		
2C	AMTRAK (CORP) SP	PHILIP MORRIS (MAR.)(+PG1)
3C	TWA (CORP) SP	JOHN HANCOCK (FINAN PLAN)
BC	PHILIP MORRIS (MERIT)	SCHENLEY (DEWAR'S)
CS	APPLE (COMPUTERS)	MICHELIN (TIRES)
2/06/84		
2C	PHILIP MORRIS (MERIT) SP	RJR (VANTAGE)
3C	EASTMAN KODAK(DISKETTES)SP	EMERY (DELIVERY SERVICE)
BC	SCHENLEY IMPORTS (DEWAR'S)	NISSAN (STANZA)
CS	HONDA (CIVIC WAGON)	MAZDA (626 SPORT COUPE)
2/13/84		
2C	RJR (WINSTON)	PHILIP MORRIS(MERIT)(+PG1)
3C	VOLKSWAGEM (JETTA)	RENAULT (ALLIANCE)
BC	AT&T (MERLIN COMM)	B&W (BARCLAY)
CS	FEDERAL EXPRESS (ZAP MAIL)	GM (MR. GOODWRENCH)
2/20/84		
2C	PHILIP MORRIS (MERIT)	PORSCHE-AUDI (PORSCHE)
3C	HEUBLEIN INC. (SMIRNOFF)	NISSAN (300 ZX)
BC	B&W (KOOL)	RJR (VANTAGE)
CS	GM (CORP)	EDITORIAL
2/27/84		
2C	AT&T (INFORMATION SYS) SP	RJR (VANTAGE)
3C	IBM (PERSONAL COMPUTER) SP	PONTIAC (6000)
BC	RJR (NOW)	HEUBLEIN (SMIRNOFF VODKA)
CS	AMERICAN EXPRESS (IDS)	FORD (MERCURY TOPAZ)
3/05/84		
2C	RJR (NOW)	CHRYSLER 5TH AVE.
3C	GM (FLEETWOOD)	GOLD RUM OF PUERTO RICO
BC	CNA (INSURANCE)	TOYOTA (SUPRA)
CS	RENAULT (FUEGO & SPRTWAGN)	RJR (VANTAGE)

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U.S. NEWS & W R

	1985	1984	19
3/12/84			
2C	VOLKSWAGEN (JETTA)	PONTIAC (GRAND PRIX)	
3C	GM (MR. GOODWRENCH OIL) SP	CHEVROLET (CELEBRITY)	
BC	GEN.WN&SPT. (CHIVAS REGAL)	PHILIP MORRIS (MARLBORO)	
CS	MAZDA (626 SPORT SEDAN)	EDITORIAL	
3/19/84			
2C	AT&T (INFO SYSTEM) SP	PHILIP MORRIS (B&H)	
3C	AUDI (4000 S) SP	COMMODORE (SOFTWARE)	
BC	PHILIP MORRIS (MARLBORO)	SCHENLEY (DEWAR'S)	
CS	CANON (TYPESTAR)		
3/26/84			
2C	PHILIP MORRIS (MERIT)	FORD (LTD)	
3C	AT&T (LONG DISTANCE) SP	GEN.WINE & SPIRIT (CHIVAS)	
BC	SCHENLEY (DEWAR'S)	RJR (STERLING)	
CS	IBM (COMPUTERS)	PORSCHE-AUDI (AUDI 5000S)	
4/02/84			
2C	MARTIN MARIETTA (COMPTR)SP	MICHELIN (RADIAL TIRES)	
3C	IBM (CORP) SP	VERBATIM	
BC	RJR (NOW)	PHILIP MORRIS (MARLBORO)	
CS	MOTOROLA (ELECTRONICS)	HONDA (CIVIC WAGON)	
4/09/84			
2C	BUCKINGHAM (CUTTY SARK)	EDITORIAL	
3C	VISA (VISA CARD) SP	GM (SPONSOR MINI-SERIES)	
BC	PHILIP MORRIS (MERIT)	B&W (VICEROY)	
CS	HONDA (PRELUDE)	MAZDA (RX-7)	
4/16/84			
2C	GM (1985 FLEETWOOD)	FORD (TRUCKS) (+PG1)	
3C	FORD (LTD) SP	OLDSMOBILE (NINETY EIGHT)	
BC	B&W (KOOL)	RJR (STERLING)	
CS	MAZDA (GLC SEDAN)	PHILIP MORRIS (MERIT)	
4/23/84			
2C	IBM (PERSONAL COMPUTERS)	SCHENLEY (DEWAR'S) (+PG1)	
3C	GM (CUTLASS CIERA)	CADILLAC	
BC	RJR (WINSTON)	RJR (STERLING)	
CS	PHILIP MORRIS (MERIT)	OLDSMOBILE (98 REGENCY)	
4/30/84			
2C	FORD (ESCORT) GATE	CANNON	
3C	MERCEDES-BENZ (CAR) SP	AMTRAK	
BC	RJR (NOW)	KODAK (VIDEO CASSETTES)	
CS	AT&T (INFORMATION SYSTEMS)	MOTOROLA (CODEX)	
5/07/84			
2C	AT&T (CORP)	RJR (VANTAGE) (+PG1)	
3C	NISSAN (SENTRA)	AT&T (CORP.)	
BC	CNA (INSURANCE)	SCHENLEY (DEWAR'S)	
CS	AMTRAK (RAILWAY)	PHILIP MORRIS (MARLBORO)	

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U.S. NEWS & W R

	1985	1984	19
5/14/84			
2C	AMER EXPRESS (TRAVEL) SP	PHILIP MORRIS (PLAYERS)	
3C	APPLE (PERSONAL COMPTR) SP	INT. GOLD (14KT GOLD)	
BC	SCHENLEY (DEWAR'S)	CNA (INSURANCE)	
CS	PHILIP MORRIS (MARLBORO)	FORD (MERCURY TOPAZ)	
5/21/84			
2C	AT&T (COMPUTERS)	FORD (WAGONS) (+PG1)	
3C	LOTUS DEVELOP.(SOFTWARE)SP	RJR (STERLING)	
BC	LORILLARD (CARLTON)	OLD GRAND-DAD (BOURBON)	
CS	CHRYSLER (CORP)	MERCEDES-BENZ (RESTRAINTS)	
5/28/84			
2C	FORD (LIFETIME SERVICE) GT	MOTOROLA (CODEX) (+PG1)	
3C	AT&T (COMPUTER) SP	PLYMOUTH	
BC	NAT'L DIST.(OLD GRAND DAD)	PHILIP MORRIS (MARLBORO)	
CS	MAZDA (RX-7)	MAZDA (626 SPORT SEDAN)	
6/04/84			
2C	BUCKINGHAM (CUTTY SARK)	VOLKSWAGEN (QUANTUM)	
3C	GEN.WN&SPT.(CHIVAS REGAL)	GEN. WN&SPT (CHIVAS REGAL)	
BC	PHILIP MORRIS (MARLBORO)	B&W (BARCLAY)	
CS	LIBERTY MUTUAL (INSURANCE)	AT&T	
6/11/84			
2C	PHILIP MORRIS (MERIT) SP	MR. GOODWRENCH (OIL)	
3C	VISA (PREMIER VISA CARD)SP	PADDINGTON (J&B)	
BC	B&W (KOOL)	RJR (WINSTON)	
CS	MAZDA (RZ-7)	MARTIN MARIETTA (NASA)	
6/18/84			
2C	SCHENLEY (DEWAR'S) SP	PHILIP MORRIS (MERIT)	
3C	FORD (MERCURY COUGAR) SP	FORD (COUNTRY SQUIRE)	
BC	RJR (STERLING)	PHILIP MORRIS (B&H)	
CS	IBM (CORP)	WESTINGHOUSE (CORP)	
6/25/84			
2C	PHILIP MORRIS (MERIT)	AMERICAN EXPRESS	
3C	FORD (ESCORT) SP	P&G (CASCADE)	
BC	PHILIP MORRIS (MARLBORO)	CNA (INSURANCE)	
CS	CITICORP (DINERS CLUB)	NIKON (FG REBATE)	
7/02/84			
2C	NAT'L DIST.(OLD GRAND DAD)	PHILIP MORRIS(MERIT)(+PG1)	
3C	AT&T (INFO. SYSTEM) SP	HONDA (CAR)	
BC	RJR (STERLING)	B&W (VICEROY)	
CS	PLYMOUTH (VOYAGER)	MAZDA (GLC)	
7/09/84			
2C	PHILIP MORRIS(MARLBORO)SP	PHILIP MORRIS (MARLBORO)	
3C	CNA (INSURANCE)	FORD (TEMPO)	
BC	AT&T (COMMUNICATIONS)	RJR (STERLING)	
CS	MAZDA (RX7)	RJR (VANTAGE)	

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U.S. NEWS & W R

	1985	1984
7/16/84		
2C	PHILIP MORRIS (B&H)	RJR (NOW)
3C	FORD (ESCORT) SP	AT&T
BC	ALKO LTD. (VODKA OF FIN.)	TOYOTA (CELICA GT)
CS	VISA USA (VISA CARD)	APPLE COMPUTER
7/23/84		
2C	AUDI (AUDI 5000S)	RJR (STERLING) (+PG1)
3C	AT&T (LONG DISTANCE)	SAAB (CAR)
BC	AMERICAN TOBACCO (CARLTON)	PHILIP MORRIS (PLAYERS)
CS	CITICORP(DINERS CLUB) 4PGS	PHILIP MORRIS (MARLBORO)
7/30/84		
2C	PRUDENTIAL INSURANCE +PG1	MARTIN MARIETTA (BUSES)
3C	MARTIN MARIETTA (NASA) SP	NISSAN (STANZA)
BC	PHILIP MORRIS (B&H)	B&W (BARCLAY)
CS	PHILIP MORRIS (MARLBORO)	AT&T
8/06/84		
2C	VOLKSWAGEN (GOLF)	LORILLARD (TRUE)
3C	GM (MR GOODWRENCH) SP	VISA U.S.A. (VISA CARD)
BC	RJR (STERLING)	RJR (STERLING)
CS	CITICORP (DINERS CLUB)	SAUDI ARABIA
8/13/84		
2C	AT+T (INFORMATION SYSTEMS)	RJR (STERLING) (+PG1)
3C	IBM (PERSONAL COMPUTER) SP	FORD (MERCURY TOPAZ)(3CSP)
BC	RJR (WINSTON)	LORILLARD (TRUE)
CS	MARTIN MARIETTA(AIR TRAFF)	MAZDA (626 SPORT SEDAN)
8/20/84		
2C	RJR (NOW)	PHILIP MORRIS (MAR.)(+PG1)
3C	NISSAN (SENTRA) SP	OLD GRAND-DAD DIST.
BC	AT+T (COMMUNICATIONS)	AT&T
CS	MAZDA (626 DELUXE SPORT)	EDITORIAL
8/27/84		
2C	PHILIP MORRIS (B&H)	AMERICAN AIRLINES
3C	RJR (STERLING)	CNA INS. CO.
BC	AT+T (INFORMATION SYSTEMS)	B&W (VICEROY)
CS	CHRYSLER (PROTECTION PLAN)	EDITORIAL
9/03/84		
2C	RJR (STERLING) SP	FED.EXPRESS(ZAPMAIL)(+PG1)
3C	FORD (MUSTANG GT) SP	MOTOROLA(CELL.PHONE)(3CSP)
BC	RJR (NOW)	RJR (VANTAGE)
CS	CITICORP (DINERS CLUB)	VISA
9/10/84		
2C	PHILIP MORRIS (MERIT) SP	FORD (ESCORT)
3C	NISSAN (300 ZX GTP CAR)	TOYOTA (COROLLA)
BC	RJR (WINSTON)	RJR (VANTAGE)
CS	AMERICAN EX (IDS PLANNER)	AMERICAN EXPRESS

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	1985		1984	19
9/17/84				
2C	PHILIP MORRIS (B&H)		CHRYSLER (CORP.) (GT+PG1)	
3C	QUASAR (TV)	SP	IBM (PC JR.COMPUTER)(3CSP)	
BC	HYATT HOTELS (HOTELS)		PHILIP MORRIS (B&H)	
CS	MAZDA (GLC CAR)		FED. EXPRESS (ZAP MAIL)	
9/24/84				
2C	FORD (AEROSTAR)	GATE	RJR (WINSTON)	
3C	NEC (COMP & COMMUN)	SP	AUDI (CORPORATE)	
BC	PHLIP MORRIS (MARLBORO)		B&W (BARCLAY)	
CS	FORD (ESCORT)		CHRYSLER (K -CARS)	
10/01/84				
2C	JEEP (COMMANCHE)	GATE	FORD (TEMPO)	
3C	ZENITH (COLOR TV)		OLDSMOBILE (CALAIS)	
BC	AT&T (LONG DISTANCE)		HEUBLEIN (SMIRNOFF VODKA)	
CS	FORD (THUNDERBIRD)		MERCEDES-BENZ (BRAKES)	
10/08/84				
2C	GM (OLDSMOBILE 98)		DODGE (ARIES K) (GT)	
3C	QUASAR (TV) SP		IBM (CORPORATE) (3CSP)	
BC	RJR (WINSTON)		LORILLARD (TRUE)	
CS	CHRYSLER (DODGE RAM TRUCK)		CHEVROLET (CELEBRITY)	
10/15/84				
2C	FORD (THUNDERBIRD) SP		LORILLARD (KENT)	
3C	COMMODORE (AMIGA COMP.) SP		FORD (TEMPO)	
BC	CNA (INSURANCE)		PHILIP MORRIS (MERIT)	
CS	HONDA (ACCORD)		GM (OLDS CALAIS)	
10/22/84				
2C	AT&T (CORP)		PHILIP MORRIS (MERIT)	
3C	CHRYSLER (RAM 50) SP		HONDA (CIVIC) (3CSP)	
BC	PHILIP MORRIS (MERIT)		B&W (VICEROY)	
CS	FORD (ESCORT)		FORD (WAGONS)	
10/29/84				
2C	PHILIP MORRIS (MARLBORO)	SP	FORD (LTD) (+PG1)	
3C	APPLE COMP. (MACINTOSH)	SP	AMTRAK (CORPORATE)	
BC	BMW (535I)		PHILIP MORRIS (PLAYERS)	
CS	HEWLETT PACKARD (PC)		PHILIP MORRIS (B&H)	
11/05/84				
2C	AT&T (COMMUNICATIONS)		AT&T (CARD CALLER)	
3C	AUDI (5000)		MERCEDES BENZ (CORPORATE)	
BC	PHILIP MORRIS (MARLBORO)		OLD GRAND-DAD (BOURBON)	
CS	AMER.TOURISTER/GIFT GUIDE		MAZDA (626)	
11/12/84				
2C	CHRYSLER (PLY. VOYAGER) GT		VOLKSWAGEN (GOLF) (GT+PG1)	
3C	PRUDENTIAL (INSURANCE)		LORILLARD (KENT)	
BC	AT&T (COMMUNICATIONS)		SCHENLEY (DEWAR'S)	
CS	FORD (AEROSTAR)		SAAB (TURBO)	

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	1985	1984
11/19/84		
2C	GM (OLDSMOBILE DELTA 88)	VOLKSWAGEN (JETTA)(GT+PG1)
3C	NISSAN (300SX)	MOTOROLA (CORPORATE)(3CSP)
BC	SCHENLEY (DEWAR'S)	PHILIP MORRIS (PLAYERS)
CS	GM (CADILLAC ELDORADO)	SPECIAL ADV. SECTION
11/26/84		
2C	RJR (WINSTON)	BUCKINGHAM (CUTTY SARK)
3C	TOYOTA (TERCEL)	CANON (T-50)
BC	PHILIP MORRIS (MERIT)	PANASONIC (TV)
CS	GM (TORONADO)	MARTIN MARIETTA (TECH.)
12/03/84		
2C	GM (BUICK LA SABRE)	LORILLARD (KENT)
3C	FORD (TAURUS) SP	MERCEDES-BENZ(TURBO)(3CSP)
BC	RJR (NOW)	OLD GRAND-DAD (BOURBON)
CS	GM (CORPORATE)	FORD (AERODYNAMICS)
12/10/84		
2C	RJR (VANTAGE) SP	FORD (LTD) (+PG1)
3C	FORD (TAURUS & SABLE) SP	GOLD RUMS OF PUERTO RICO
BC	NAT. DIST. (OLD GRAND DAD)	LORILLARD (TRUE)
CS	MAZDA (626 SPORT SEDAN)	CHEVROLET
12/17/84		
2C	FORD (MERCURY SABLE) GATE	NAT. DIST. (WINDSOR)
3C	VOLKSWAGEN (JETTA)	IBM (PC JR.)
BC	AT&T (LONG DISTANCE)	RJR (WINSTON)
CS	PHILIP MORRIS (MARLBORO)	VOLKSWAGEN (JETTA)
12/24/84		
2C	FORD (THUNDERBIRD) SP	BUCKINGHAM (CUTTY SARK)
3C	HEWLETT (PRODUCTIVITY) SP	FORD (ESCORT)
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)
CS	PHILIP MORRIS (MERIT)	IBM (STATE OF THE ARTS)
12/31/84		
2C	FORD (TAURUS) SP	IBM (SUPPORT FOR WOMEN)
3C	APPLE COM. (COMPUTER) SP	NEW ENG. MUTUAL LIFE INS.
BC	RJR (WINSTON)	RJR (WINSTON)
CS	PADDINGTON (J&B) FOLDOUT	DODGE (LANCER)

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US

	1985	1984	19
1/02/84			
2C	NO ISSUE	B&W (KOOL)	
3C	******	MAYBELLINE (LIPSTICK)	
BC	******	PHILIP MORRIS (PLAYERS)	
CS	******	EDITORIAL	
1/16/84			
2C	RJR (MORE)	B&W (KOOL)	
3C	MAYBELLINE (BEAUTY STYLER)	L'EGGS (SHEER ENERGY)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	
1/30/84			
2C	RJR (WINSTON)	RJR (MORE)	
3C	MAYBELLINE (BRUSH/BLUSH)	MAYBELLINE	
BC	PHILIP MORRIS (MERIT)	B&W (KOOL)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
2/13/84			
2C	RJR (SALEM)	RJR (MORE)	
3C	MAYBELLINE (SHINE FREE)	MAYBELLINE (MAKEUP)	
BC	RJR (CAMEL)	B&W (KOOL)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
2/27/84			
2C	RJR (SALEM)	RJR (WINSTON)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
BC	BEATRICE CO. (LA CHOY)	MAYBELLINE (GREAT LASH)	
CS	EDITORIAL		
3/12/84			
2C	PHILIP MORRIS (V.SLIMS) SP	PHILIP MORRIS (VIRGINIA S)	
3C	MAYBELLINE (NATURAL BLUSH)	MAYBELLINE (MAKE-UP)	
BC	RJR (MORE)	B&W (KOOL)	
CS	EDITORIAL		
3/26/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
3C	MAUBELLINE (SHINE FREE)	NOT AVAILABLE	
BC	RJR (CAMEL)	RJR (SALEM)	
CS	BLAIR (FIESTA TOPS)		
4/09/84			
2C	CASIO INC. (RADIO CARDS)	B&W (KOOL)	
3C	PHILIP MORRIS (MARLBORO)	MAYBELLINE (LIPSTICK)	
BC	LEGGS (SHEER ELEGANCE)	PHILIP MORRIS (PLAYERS)	
CS	PHILIP MORRIS (MERIT)	EDITORIAL	
4/23/84			
2C	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (B&H) (+PG1)	
3C	CHRYSLER (PLYMOUTH DUSTER)	RONRICO (RUM)	
BC	RJR (SALEM)	B&W (KOOL)	
CS	EDITORIAL	RJR (SALEM)	

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US

	1985	1984	19
5/07/84			
2C	RJR (CAMEL)	RJR (WINSTON)	
3C	MAYBELLINE (EXPERT EYES)	MAXELL (TAPES)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (VIR. SLIMS)	
CS	EDITORIAL	JC PENNEY (CLOTHES)	
5/21/84			
2C	CHRYSLER (DUSTER)	PLYMOUTH (DUSTER) (+PG1)	
3C	COPPERTONE (SUNTAN LOTION)	L'EGGS (SHEER ELEGANCE)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
6/04/84			
2C	*******	HALSTON III (PANTYHOSE)	
3C	*******	MAYBELLINE	
BC	*******	PHILIP MORRIS (MERIT)	
CS	*******		
6/18/84			
2C	*******	PLYMOUTH (TURISMO DUSTER)	
3C	*******	MAYBELLINE (EYE SHADOWS)	
BC	*******	PHILIP MORRIS (PLAYERS)	
CS	*******		
7/02/84			
2C	RJR (STERLING) SF	RJR (CAMEL)	
3C	MAYBELLINE (EXPERT EYES)	HONDA (SCOOTERS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (B&H)	EDITORIAL	
7/16/84			
2C	*******	LORILLARD (SATIN) (+PG1)	
3C	*******	MAYBELLINE (BEAUTY STYLER)	
BC	*******	PHILIP MORRIS (B&H)	
CS	*******	RJR (WINSTON)	
7/30/84			
2C	*******	PHILIP MORRIS(MERIT)(+PG1)	
3C	*******	RJR (CAMEL)	
BC	*******	SEARS	
CS	*******	EDIT. & LORILLARD(NEWPORT)	
8/13/84			
2C	*******	PHILIP MORRIS (MAR.)(+PG1)	
3C	*******	MAYBELLINE (BEAUTY STYLER)	
BC	*******	PHILIP MORRIS (B&H)	
CS	*******	EDITORIAL	
8/27/84			
2C	RJR (STERLING)	RJR (SALEM)	
3C	MAYBELLINE (GREAT LASH)	MAYBELLINE (MAKE-UP)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	

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US

	1985	1984	19
9/10/84			
2C	******	PHILIP MORRIS (B&H) (+PG1)	
3C	******	MAYBELLINE (MASCARA)	
BC	******	PHILIP MORRIS (PLAYERS)	
CS	******	EDITORIAL	
9/24/84			
2C	******	PHILIP MORRIS(VIR.S)(+PG1)	
3C	******	MAYBELLINE (KISS LOTION)	
BC	******	PHILIP MORRIS (MERIT)	
CS	******	LORILLARD (SATIN)	
10/08/84			
2C	******	L'EGGS (SHEER ELEGANCE)	
3C	******	MAYBELLINE (BRUSH/BLUSH)	
BC	******	RJR (SALEM)	
CS	******	EDITORIAL	
10/22/84			
2C	GATE CHRYSLER (VOYAGER)	MAYBELLINE (EXPERT EYES)	
3C	MAYBELLINE (EYE PENCIL)	PLYMOUTH (TURISMO DUSTER)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
CS	RJR (STERLING)	PHILIP MORRIS (B&H)	
11/05/84			
2C	RJR (WINSTON)	RJR (SALEM) (+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MERIT)	
BC	PROCTOR & GAMBLE (SECRET)	MAYBELLINE (BLUSH)	
CS	PROCTOR&GAMBLE (ERA PLUS)	RJR (MORE)	
11/19/84			
2C	MAYBELLINE (EYE PENCIL)	RJR (MORE)	
3C	PROCTOR & GAMBLE (CAMAY)	PARFUMS DE COEUR (NINJA)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	PREGO PLUS (SPAGH. SAUCE)	EDITORIAL	
12/03/84			
2C	MATTEL (PLAYMOBILE) SP	PHILIP MORRIS(VIR.S)(+PG1)	
3C	CHLORASEPTIC(THROAT SPARY)	PLYMOUTH (DUSTER)	
BC	KODAK (KODACOLOR VR 100)	RJR (WINSON)	
CS	DURACELL (BATTERIES)	ASS'T PRODUCTS FOR GIFTS	
12/17/84			
2C	P&G (SECRET)	20TH CENTURY FOX (MOVIE)	
3C	MAYBELLINE (EYE PENCILS)	MAYBELLINE (MASCARA)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (PLAYERS)	
CS	P&G (HEAD/SHOULDERS SHAMP)	PHILIP MORRIS (MERIT)	
12/31/84			
2C	LEGGS (PANTYHOSE)	RJR (SALEM)	
3C	20TH CENTURY (CBS VIDEO)	MAYBELLINE (LIPSTICK)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
CS	EDITORIAL	EDITORIAL	

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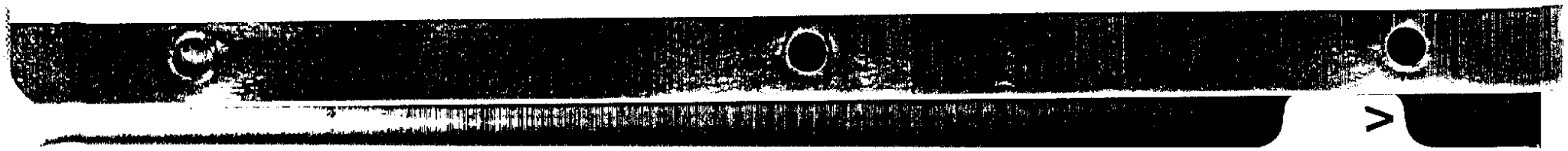

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VANITY FAIR

	1985	1984
1/00/84		
2C	GM (OLDS TORONADO)	GENERAL MOTORS (+PG1)
3C	PHILIP MORRIS (B&H)	SAILFISH POINT YACHT CLUB
BC	SUPERIOR BANK (MASTERCARD)	MASTERCARD (GOLD)
CS	NONE	NONE
2/00/84		
2C	REVLON (COLLAGEN COMPLEX)	BALMAIN PARFUMS (IVOIRE)
3C	MAIDSTONE WINE (KAHLUA)	LENOX (CHINA & CRYSTAL)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
CS	NONE	NONE
3/00/84		
2C	LANCOME (BEAUTY TREATMNTS)	GUY LAROCHE (DRAKKAR NOIR)
3C	PALMER & LORD (SAMBUCA)	CHATEAU & ESTATE WINES
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (B&H)
CS	NONE	NONE
4/00/84		
2C	LANCOME (BEAUTY TREATMNTS)	DRAKAR
3C	WATERFORD (CRYSTAL)	REMY MARTIN (COGNAC)
BC	RJR (MORE)	INT. GOLD CORP. (14KT GLD)
CS	NONE	NONE
5/00/84		
2C	COSMAIR (POWDER PENCIL)	COSMAIR (LANCOME) (+PG1)
3C	PACO RABANNE (PERFUME)	PACO RABANNE (PERFUMES)
BC	BEECHAM(LANCASTR SUN CARE)	SCHENLEY (DEWAR'S)
CS	NONE	NONE
6/00/84		
2C	LENOX (CHINA & CRYSTAL)	LENOX (CHINA & CRYSTAL)
3C	SCHWEPPES (TONIC WATER)	DIAMONDS TODAY (DIAMONDS)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
CS	NONE	NONE
7/00/84		
2C	BURLINGTON (SHEETS)	BUICK (ELECTRA)
3C	KAHLUA (LICOR DE CAFE)	PHILIP MORRIS (B&H)
BC	GUCCI (WATCHES)	DIAMOND INFO CTR.(DIAMOND)
CS	NONE	NONE
8/00/84		
2C	SWATCH (WATCHES)	GM (SAFETY AD)
3C	SCHWEPPES (TONIC WATER)	PANTENE CO. (PANTENE)
BC	WATERFORD CRYSTAL (GLASS)	GUCCI (WATCHES)
CS	NONE	NONE
9/00/84		
2C	TORIE STEELE (KIDS CLOTHS)	LENOX (CHINA & CRYSTAL)
3C	WATERFORD (CRYSTAL)	PURE WOOL (WOOL CLOTHING)
BC	WAMSUTTA (SHEETS)	BMW (BMW 633 CSI)
CS	NONE	NONE
10/00/84		
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)
3C	COINTREAU LIQ (COINTREAU)	LENOX (CHINA & CRYSTAL)
BC	CHANNEL (COCO PARFUM)	CHANEL(CHANEL #5 PERFUME)
CS	NONE	NONE
11/00/84		
2C	ULTIMA II (BILL BLASS PER)	BALMAIN PARFUMS (IVOIRE)
3C	ROSE HOLLAND (LIME JUICE)	RJR (STERLING)
BC	JOS. GARNEAU (COGNAC)	PANASONIC (TV)
CS	NONE	NONE
12/00/84		
2C	ANHEUSER BUSHC (BEER)	COSMAIR (MAGIE NOIRE)
3C	KODAK (KODACOLOR VR FILM)	GODIVA (CHOCOLATE)
BC	PALMER & LORD (SAMBUCA)	PALMER & LORD (SAMBUCCA)
CS	NONE	NONE

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VILLAGE VOICE

	1985	1984
1/03/84		
2C	THE WIZ (TV AUDIO EQUIP)	THE WIZ (AUDIO STORE)
3C	BW ADS	MILLER (MILLER)
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
1/10/84		
2C	THE WIZ (AUDIO & VIDEO)	THE WIZ (AUDIO STORE)
3C	EDITORIAL	MILLER (MILLER)
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
1/17/84		
2C	MACY'S (MENS ACTION SHOP)	MACY'S (JEANS)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
1/24/84		
2C	PHILIP MORRIS (MARLBORO)	THE WIZ (AUDIO STORE)
3C	EDITORIAL	PENTHOUSE
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
1/31/84		
2C	MACY'S (CLOTHES)	MACY'S (LONDON SWINGS)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
2/07/84		
2C	THE WIZ (AUDIO & VIDEO)	THE WIZ (AUDIO STORE)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
2/14/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
2/21/84		
2C	MACY'S (CLOTHES)	MACY'S (MENS CLOTHES)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
2/28/84		
2C	MACY'S (JRS)	MACY'S (JR. CLOTHES)
3C	EDITORIAL	PHILIP MORRIS (VIRGINIA S)
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL

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MAGAZINE COVER REPORT

VILLAGE VOICE

	1985	1984
3/06/84		
2C	REMINISCENCE (CORP)	THE WIZ (AUDIO STORE)
3C	1/2PG EDIT & 1/2PG B&W AD	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
3/13/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	B&W ADS	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	
3/20/84		
2C	MACY'S (MENS COLLECTION)	MACY'S (BW AD)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
3/27/84		
2C	THE WIZ (AUDIO EQUIP)	N.Y. HEALTH & RAQUET CLUB
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDIT & 1/2 PG B&W ADS	J&R MUSIC WORLD
4/03/84		
2C	MACY'S (JRS FASHIONS)	MACY'S (CLOTHES)
3C	PG B&W ADS	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
4/10/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
4/17/84		
2C	MACY'S (MODERN LIVING)	MACY'S (CLOTHES)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDIT.& ASS'T B&W ADS
4/24/84		
2C	MACY'S (ANTIQUE BOUTIQUE)	MACY'S (CLOTHES)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL & B&W ADS	EDITORIAL
5/01/84		
2C	THE WHIZ (AUDIO & VIDEO)	N.Y. HEALTH & RACQUET CLB.
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL/1/2PG BW ADS	EDITORIAL

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MAGAZINE COVER REPORT

VILLAGE VOICE

	1985	1984
5/08/84		
2C	THE WIZ (APPLIANCES)	MACY'S (JRS. CLOTHES)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
5/15/84		
2C	THE WIZ (APPLIANCES)	PHILIP MORRIS (MARLBORO)
3C	PG B&W ADS	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL & 1/2 PG B&W ADS	EDITORIAL
5/22/84		
2C	PHILIP MORRIS (MARLBORO)	MACY'S (CLOTHES)
3C	EDITORIAL & /13 B&W AD	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
5/29/84		
2C	THE WIZ (APPLIANCES)	FURNITURE GALLERY
3C	EDITORIAL & 1/3 B&W AD	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
6/05/84		
2C	THE WIZ (APPLIANCES)	ACUTE CAFE
3C	EDITORIAL & 1/3 B&W AD	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
6/12/84		
2C	MACY'S(MADONNA LOOK-ALIKE)	MACY'S
3C	EDITORIAL	PEUGOEOT & PENN MOTORS
BC	EDITORIAL	EDITORIAL
CS	1 1/2 EDIT & 1/2 BW ADS	EDITORIAL
6/19/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	EDIT & 1/4 BW AD	4/5 B&W ADS & EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	1PG EDIT & 1PG B&W ADS	EDITORIAL & B&W ADS
6/26/84		
2C	THE WIZ (APPLIANCES)	MATINIQUE (CLOTHES STORE)
3C	1/2 EDIT & 1/2 B&W ADS	PENN MOTORS & GB AUTO PTS
BC	EDITORIAL	EDITORIAL
CS	J&R(RECORDS)&CBS(CASSETTE)	J&R MUSIC WORLD
7/03/84		
2C	MACY'S(JULY 4TH FIREWORKS)	MACY'S (FIREWORKS)
3C	EDITORIAL & 1/4 B&W AD	PEUGOT & GB500 AUTO PARTS
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL

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MAGAZINE COVER REPORT

VILLAGE VOICE

	1985	1984
19		
7/10/84		
2C	THE WIZ (APPLIANCES)	THE WIZ (AUDIO STORE)
3C	EDITORIAL & 1/4PG B&W AD	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
7/17/84		
2C	MACY'S (VARSITY DRAG)	MACY'S
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
7/24/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
7/31/84		
2C	MACY'S (CLOTHES)	MACY'S (SHOES)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
8/07/84		
2C	WIZ (APPLIANCES)	WIZ (TV&AUDIO EQUIP STORE)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
8/14/84		
2C	MACY'S (MEN'S FASHIONS)	MACY'S
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
8/21/84		
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL & 1/2 PG PEARL
8/28/84		
2C	MACY'S (JRS JUNIORS)	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	TOWER RECORDS (RECORDS)	TOWER RECORDS (STORE)
9/04/84		
2C	WIZ (AUDIO VIDEO TV)	WIZ (HOME ENTERTAIN. EQUP)
3C	1/2 B&W & EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL

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VILLAGE VOICE

	1985	1984
9/11/84		
2C	FF B&W	WIZ (VIDEO TV & STEREOS)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	WOMANBOOKS
9/18/84		
2C	MACY'S (ANTIQU BOUTIQUE)	MACY'S
3C	EDIT & 1/3 B&W (SKI SHOP)	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
9/25/84		
2C	PHLIP MORRIS (MARLBORO)	EDITORIAL
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
10/02/84		
2C	FURNITURE GALLERY (BEDS)	MACY'S
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
10/09/84		
2C	WIZ (VIDEOS)	WIZ (AUDIO STORE)
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
10/16/84		
2C	WIZ (AUDIO, VIDEO & TV)	WIZ (AUDIO STORE)
3C	SKI SHOP (CLOTHES) & EDIT	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL & ASS'T ADS
10/23/84		
2C	PHILIP MORRIS (MARLBORO)	EDITORIAL
3C	EDITORIAL	EDITORIAL & PENN MOTORS
BC	EDITORIAL	EDITORIAL
CS	WIZ (VHS & TV)	EDITORIAL & ASS'T ADS
10/30/84		
2C	MACY'S (JRS MADONNA COLL.)	MACY'S
3C	EDITORIAL	EDITORIAL
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL
11/06/84		
2C	WIZ (AUDIO & TV)	THE WIZ (AUDIO STORE)
3C	SCANDINAVIAN SKI (EQUIP.)	EDITORIAL & PENN MOTORS
BC	EDITORIAL	EDITORIAL
CS	EDITORIAL	EDITORIAL

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VILLAGE VOICE

	1985	1984	19(
11/13/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	EDITORIAL	EDITORIAL & PENN MOTORS	
BC	EDITORIAL	EDITORIAL	
CS	C.C. JUNG FOUND. (BOOKS)	EDITORIAL	
11/20/84			
2C	MACY'S(SPTWEAR/DESIGN STU)	MACY'S	
3C	EDITORIAL	EDITORIAL	
BC	EDITORIAL	EDITORIAL	
CS	EDITORIAL	EDITORIAL	
11/27/84			
2C	MACY'S (PARADE)	MACY'S	
3C	EDITORIAL	SKI PAGE (ASS'T SKI ADS)	
BC	EDITORIAL	EDITORIAL	
CS	EDIT/CONT.SOUND(AUDIO/VID)	J&R MUSIC WORLD	
12/04/84			
2C	WIZ(AUDIO,VIDEO MICROWAVE)	WIZ (AUDIO STORE)	
3C	1/2 EDIT & BW ADS (SKIING)	EDITORIAL	
BC	EDITORIAL	EDITORIAL	
CS	EDITORIAL	EDITORIAL	
12/11/84			
2C	MACY'S (CLOTHES)	MACY'S	
3C	3/4 BW ADS (SKIING)	BLK & WHITE ADS	
BC	EDITORIAL	EDITORIAL	
CS	EDITORIAL	EDITORIAL	
12/18/84			
2C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
3C	SCANDINAVIAN (SKI SHOP)	BLACK & WHITE ADS	
BC	EDITORIAL	EDITORIAL	
CS	EDITORIAL	EDITORIAL	
12/25/84			
2C	MACY"S (DEPT STORE)	THE WIZ (AUDIO STORE)	
3C	3/4 PG SKI ADS & EDITORIAL	EDIT & 1/2 PG. BW ADS	
BC	EDITORIAL	EDITORIAL	
CS	EDITORIAL	EDITORIAL	
12/31/84			
2C	WIZ (AUDIO, VIDEO)		
3C	EDITORIAL		
BC	EDITORIAL		
CS	EDITORIAL		

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VOGUE

	1985	1984
1/00/84		
2C	WATERFORD (CRYSTAL)	WATERFORD (IRISH CRYSTAL)
3C	MAYBELLINE (GLOSS STICK)	MAYBELLINE (LIPSTICK)
BC	NOXELL (NAIL SLICKS)	DEL LAB. (FLAME GLO)
CS	NONE	NONE
2/00/84		
2C	CONCORD (SPORTS WATCH)	PIAGET (WATCH)
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
BC	CARILLON IMPORTERS (LIQ.)N	CARILLON IMP. (LIQUEUR)
CS	NONE	NONE
3/00/84		
2C	ORLANE (B21)	ALBERT NIPON FRAGRANCES
3C	GUERLAIN (PERFUME)	GUERLAIN INC. (SHALIMAR)
BC	MAYBELLINE (EYE SHADOW)	RJR (NOW)
CS	NONE	NONE
4/00/84		
2C	CONCORD (WATCH)	MONET (JEWELRY)
3C	ONEIDA (SILVERPLATED DISH)	ONEIDA (SILVERSMITHS)
BC	RJR (STERLING)	RJR (NOW)
CS	NONE	NONE
5/00/84		
2C	COSMOIR (BIOTHERM EYE CRM)	COSMAIR INC.(LANCOME)
3C	MAYBELLINE (BRUSH/BLUSH)	MAYBELLINE (LIPSTICK)
BC	MAX FACTOR (LE JARDIN)	MOVADO (WATCH)
CS	NONE	NONE
6/00/84		
2C	ADOLPH SCHUMAN (CLOTHES)	ADOLPH SCHUMAN (LILLI ANN)
3C	PLOUGH INC. (COPPERTONE)	PLOUGH (COPPERTONE)
BC	DEL LABS. (NATRL COLD WAX)	BETHCO FRAGRANCES (LAGFLD)
CS	NONE	NONE
7/00/84		
2C	REVLON(SWEET CONFUSION) SP	HDR (SHAMPOO) (+PG1)
3C	GILLETTE (SILKIENCE)	MAYBELLINE
BC	NOXELL (OPULENCE)	MAX FACTOR
CS	NONE	NONE
8/00/84		
2C	ULTIMA II (SEVILLE) SP	REVLON (CUSTOM EYES)(+PG1)
3C	GUERLAIN (PERFUMES)	GUERLAIN (SHALIMAR PER.)
BC	CONCORE (MARINER WATCHES)	PIAGET (WATCHES)
CS	NONE	NONE
9/00/84		
2C	COSMAIR (CREAM)	LANCOME(BODY BEAUTY)(+PG1)
3C	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (PLAYERS)
BC	MOVADO (WATCH)	MOVADO (WATCHES)
CS	NONE	NONE
10/00/84		
2C	GUCCI (WATCHES)	GUCCI (WATCHES)
3C	MAYBELLINE (NAIL POLISH)	MAYBELLINE (MOISTURE WHIP)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)
CS	NONE	NONE
11/00/84		
2C	REVLON (FLEUR DE JONTUE)	BILL BLASS (PERFUME)
3C	KREMENTZ (GOLD JEWELRY)	INT. GOLD CORP. (GOLD)
BC	BEECHAM COS. (PERFUME)	BEECHAM COSMETICS(WHISPER)
CS	NONE	NONE
12/00/84		
2C	REVLON (SCOUNDREL COLOGNE)	BALMAIN PARFUMS (IVOIRE)
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)
BC	HIRAM WALKER (CANADIAN CL)	HIRAM WALKER(HAGAN-DAZS L)
CS	NONE	NONE

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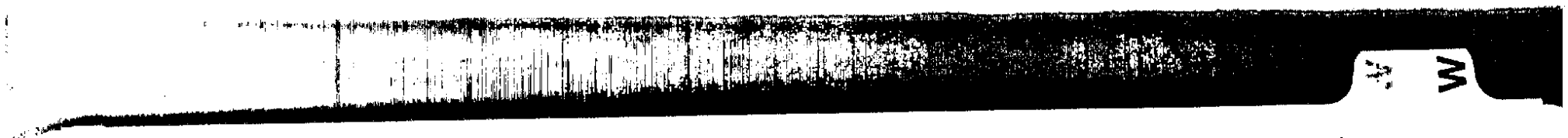

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MAGAZINE COVER REPORT

WASHINGTONIAN

	1985	1984	19
1/00/84			
2C	PHILIP MORRIS (B&H)	PHILIP MORRIS (MERIT)	
3C	FARR-JEWETT (LAFAYETTE CT)	PRUDENTIAL	
BC	DASH'S DESIGNER(MNS CLTHS)	DASH'S DESIGNER (STORE)	
CS	NONE	NONE	
2/00/84			
2C	CLYDE'S (AMERICAN BAR)	CLYDE'S (BAR)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)	
BC	BRITCHES (FINE CLOTHES)	BRITCHES (STORE)	
CS	NONE	NONE	
3/00/84			
2C	BRITCHES (FINE CLOTHES)	BRITCHES (STORE)	
3C	DASH'S (MEN'S CLOTHES)	DASH'S DESIGNER (STORE)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
4/00/84			
2C	CLYDE'S (AMERICAN BAR)	CLYDE'S (BAR)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	BRITCHES (FINE CLOTHES)	BRITCHES (CLOTHES STORE)	
CS	NONE	NONE	
5/00/84			
2C	CLYDE'S (AMERICAN BAR)	CLYDE'S (BAR)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
BC	BRITCHES (FINE CLOTHES)	BRITCHES (CLOTHES)	
CS	NONE	NONE	
6/00/84			
2C	WOODWARD&LOTHROP (SHIRT)	WOODWARD&LOTHROP (CLOTHES)	
3C	FARR-JEWETT (LAFAYETTE CT)	DASH'S (CLOTHES)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (VIRGINIA S)	
CS	NONE	NONE	
7/00/84			
2C	CLYDES (AN AMERICAN BAR)	CLYDE'S (BAR)	
3C	CLIMAT DE FRANCE (HOTEL)	DASH'S DESIGNER (CLOTHES)	
BC	PHILIP MORRIS (VIRGINIA S)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
8/00/84			
2C	BRITGHES (FINE CLOTHIERS)	BRITCHES (FINE CLOTHES)	
3C	AMER.SERV.CNTR.(CAR DEAL)	DASH'S DESIGNER (CLOTHES)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	NONE	NONE	
9/00/84			
2C	ROCHE BOBOIS (FURN) GATE	DASH'S (MEN'S CLOTHING)	
3C	OLD EBBITT GRILL (REST.)	CLYDES (AMERICAN BAR)	
BC	BRITGHES (CLOTHES)	BRITCHES (CLOTHING)	
CS	NONE	NONE	
10/00/84			
2C	GT BRITGHES (CLOTHES)	CLYDE'S (BAR)	
3C	CLYDE'S (AN AMERICAN BAR)	DASH'S (MEN'S CLOTHING)	
BC	BRITGHES (MENS SUITS)	BRITCHES (CLOTHING)	
CS	NONE	NONE	
11/00/84			
2C	BRITGHES(WOOL CLOTHIERS)SP	BRITCHES (CLOTHING)	
3C	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
BC	CLYDE'S (AMERICAN BAR)	CLYDE'S OF COLUMBIA (BAR)	
CS	NONE	NONE	
12/00/84			
2C	BRITCHES (CLOTHES)	BRITCHES (CLOTHING STORE)	
3C	PHILIP MORRIS (MERIT)	RJR (SALEM)	
BC	WOODWARD/LOTHROP (CLOTHES)	WOODWARD & LOTHROP (STORE)	
CS	NONE	NONE	

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WESTWAYS

	1985	1984
1/00/84		
2C	ROYAL CRUISE (AUTO CLUB)SP	ROYAL CRUISE LINE
3C	AUTO INSIDER SERVICE(CORP)	AUTO CLUB OF SOUTHERN CA.
BC	SANTA BARBARA (CITY)	AUTO CLUB OF HAWAII
CS	EDITORIAL	EDITORIAL
2/00/84		
2C	AUTO CLUB SO.CAL. (CRUISE)	ROYAL CRUISE LINE
3C	AUTO INSIDER SER.(DEALER)	DEALERS INSIDE SERVICE
BC	ROYAL VIKING (CRUISE)	TOYOTA (COROLLA)
CS	EDITORIAL	EDITORIAL
3/00/84		
2C	AUTO CLUB S.CA.(CRUISE)	ROYAL CRUISE LINE
3C	AUTO INSIDERS SERV(DEALER)	DEALERS INSIDE SERVICE
BC	AAA (INSURANCE)	RJR (CAMEL)
CS	EDITORIAL	EDITORIAL
4/00/84		
2C	TOYOTA (MR2)	TOYOTA (COROLLA)
3C	AUTO INSIDER SER.(DEALER)	DEALERS INSIDER SERVICE
BC	BEST WESTERN (LODGING)	RJR (CAMEL)
CS	EDITORIAL	EDITORIAL
5/00/84		
2C	AUTO CLUB S.CA(CRUISE)+1/3	RJR (MORE)
3C	AUTO INSIDER (DEALER) +1/3	DEALERS INSIDER SERVICE
BC	ARIZONA OFF. TOURISM(ARIZ)	SEA WORLD INC. (SEA WORLD)
CS	EDITORIAL	EDITORIAL
6/00/84		
2C	AUTO CLUB S.CA(CRUISE)+1/3	TOYOTA (TERCEL)
3C	AUTO INSIDER SER.(DEALER)	DEALERS INSIDER SERVICE
BC	SEA WORLD, INC. (CORP)	SEA WORLD (SAN DIEGO)
CS	EDITORIAL	EDITORIAL
7/00/84		
2C	SUNDANCE CRUISES (CRUISES)	RJR (MORE)
3C	AUTO INSIDER SERV. +1/3 PG	DEALERS INSIDER SERVICE
BC	TOYOTA (MR2)	TOYOTA (1984 COROLLA)
CS	EDITORIAL	EDITORIAL
8/00/84		
2C	AUTOCLUB S.CA.(CRUISE)+1/3	ROYAL CRUISE LINE (CRUISE)
3C	AUTO IN.SERV.(AUTO DEALER)	DEALERS INSIDER (CAR DLRS)
BC	WROTHER PROP.(QUEEN MARY)	RJR (MORE)
CS	EDITORIAL	EDITORIAL
9/00/84		
2C	TOYOTA (MR2)	TOYOTA (SR5 4WD)
3C	AUTO INSIDER(AUTO DEALERS)	DEALERS INSIDER SERVICES
BC	HARVEST FESTIVAL (CRAFTS)	HARVEST FESTIVAL (CRAFTS)
CS	EDITORIAL	EDITORIAL
10/00/84		
2C	ROYAL CRUISE LINE (CRUISE)	RJR (MORE) (+PG1)
3C	AUTO INSIDER(AUTO DEALERS)	DEALERS INSIDER SERVICES
BC	AUTOMOBILE CLUB(INSURANCE)	ROYAL CRUISE LINE (CRUISE)
CS	EDITORIAL	EDITORIAL
11/00/84		
2C	ROYAL CRUISE LINE (CRUISE)	RJR (MORE) (+PG1)
3C	AUTO INSIDER(AUTO DEALERS)	INSIDER AUTO SERVICES INC.
BC	AUTO CLUB (REFUND)	ROYAL PRINCESS (CRUISE)
CS	NONE	EDITORIAL
12/00/84		
2C	AUTO CLUB (ROYAL CRUISE)	AUTO CLUB OF SOUTHERN CA.
3C	AUTO INSIDER (AUTO DEALER)	INSIDER AUTO SERVICES INC.
BC	EDITORIAL	RJR (MORE)
CS	EDITORIAL	EDITORIAL

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MAGAZINE COVER REPORT

WOMAN'S DAY

	1985	1984	19
1/10/84			
2C	CLAIROL (COLOR FOAM)	NOXELL CORP. (MAKEUP)	
3C	HUNT-WESSON (TOMATO SAUCE)	PERSONAL PROD. (CAREFREE)	
BC	RJR (SALEM)	RJR (SALEM)	
CS	NONE	NONE	
2/07/84			
2C	CLAIROL (COLOR FOAM) SP	BRISTOL-MYERS (BAN)	
3C	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
BC	NOXELL (MAKEUP MATES)	NOXELL (COVER GIRL)	
CS	NONE	NONE	
3/06/84			
2C	BRYSTOL-MEYERS (NUFRIN)	CLAIROL(LOVING CARE)(+PG1)	
3C	PERSONAL PRODS.(CAREFREE)	CHICOPEE (STRETCH'N DUST)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (B&H)	
CS	NONE	NONE	
4/03/84			
2C	ARMSTRONG (FLOORS)	ARMSTRONG (FLOORS) (+PG1)	
3C	RJR (MORE)	RJR (NOW)	
BC	P&G (DOWNY)	P&G (DAWN DISH DETERGENT)	
CS	NONE	NONE	
4/24/84			
2C	NOXELL (MAKE-UP) SP	NOXELL (LIPSTICK) (+PG1)	
3C	AMER TOB (CARLTON)	AMER. TOBACCO (CARLTON)	
BC	CASCADE (DISHWASHING SOAP)	P&G (LUVS DIAPERS)	
CS	NONE	NONE	
5/22/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	PHILIP MORRIS (V. SLIMS)	PHILIP MORRIS (MERIT)	
BC	SHULTON (BRECK MOUSSE)	AMER. CYANAMID (PINE-SOL)	
CS	NONE	NONE	
6/12/84			
2C	NOXELL (CVR GIRL MAKEUP)SP	NOXELL (COVER GIRL)	
3C	DEL MONTE (FRUIT COCKTAIL)	P&G (TIDE)	
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (MERIT)	
CS	NONE	NONE	
7/10/84			
2C	CLAIROL (MISS CLAIROL) SP	NOXELL (NAILCOLOR) (+PG1)	
3C	DEL MONTE (VEGETABLES)	DEL MONTE (SLICED PEACHES)	
BC	RJR (NOW)	RJR (SALEM)	
CS	NONE	NONE	
8/01/84			
2C	NOXELL(LUMINESSE LIPSTICK)	CLAIROL(LOVING CARE)(+PG1)	
3C	FABERGE' (SHAMPOO&COND.)	AMERICAN TOBACCO (CARLTON)	
BC	AMERICAN TOBACCO (CARLTON)	AMER. CYANAMID (PINE-SOL)	
CS	NONE	NONE	

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WOMAN'S DAY

	1985	1984	19
8/13/84			
2C	AVON (SKIN CARE)		
3C	YOPLAIT USA (YOGURT)		
BC	SHULTON (LADY'S CHOICE)		
CS	NONE		
9/01/84			
2C	NOXELL (COVER GIRL) SP	NOXELL (NAILCOLOR) (+PG1)	
3C	PPC (STAYFREE)	AMERICAN TOBACCO (CARLTON)	
BC	PROCTER & GAMBLE (CHEER)	P&G (CASCADE DETERGENT)	
CS	NONE	NONE	
9/11/84			
2C	CLAIROL (HAIR COLOR) SP	BRISTOL-MYERS (NUP.)(+PG1)	
3C	DEL MONTE (VEGETABLES)	ADVIL	
BC	RJR (NOW)	LORILLARD (TRUE)	
CS	NONE	NONE	
10/02/84			
2C	NO ISSUE	ARMSTRONG (FLOORS) (+PG1)	
3C	******	PHILIP MORRIS (B&H)	
BC	******	AMER. CYANAMID (PINE-SOL)	
CS	******	NONE	
10/23/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	PHILIP MORRIS (MERIT)	COCA-COLA (FIVE ALIVE)	
BC	AMER. CYANAMID (PINE-SOL)	B&W (RALEIGH/BELAIR)	
CS	NONE	NONE	
11/13/84			
2C	ARMSTRONG (FLOORS) SP	BRISTOL-MYERS(NUP.) (+PG1)	
3C	DEL MONTE (FRUIT COCKTAIL)	PHILIP MORRIS (MERIT)	
BC	B&W (RALEIGH/BELAIR)	P&G (DAWN DISH DETERGENT)	
CS	NONE	NONE	
12/11/84			
2C	COSMAIR (PREMIER PERM) SP	CONGOLEUM (FLOORS) (+PG1)	
3C	PHILIP MORRIS (PARLIAMENT)	PLOUGH(ST. JOSEPH ASPIRIN)	
BC	P&G (CRISCO)	P&G (DUNCAN HINES)	
CS	NONE	NONE	

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WORKING MOTHER

	1985	1984
1/00/84		
2C	CONGOLEUM (FLOORS)	CONGOLEUM (FLOORS) (+PG1)
3C	WHIRLPOOL (WASHERS&DRYERS)	JHIRMACK (HAIR SPRAY)
BC	NOXELL (NAIL SLICKS)	MASTERCARD
CS	FORD (TEMPO)	
2/00/84		
2C	MAYBELLINE (MOISTURE WHIP)	MAYBELLINE (MAKEUP)
3C	GERBER PRODUCTS (PEACHES)	KIMBERLY-CLARK (MAXI PADS)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)
CS	FORD (THUNDERBIRD)	AMERICAN EXPRESS
3/00/84		
2C	NOXELL (OPULENCE) SP	NOXELL (COVER GIRL) (+PG1)
3C	RJR (MORE) SP	COLGATE-PALMOLIVE(TH.PST)
BC	P&G (ERA PLUS)	P&G (PAMPERS)
CS	PHILIP MORRIS (V.SLIMS)	LEDERLE LAB (CALTRATE 600)
4/00/84		
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS(MERIT)(+PG1)
3C	PERSONAL PRODS. (CAREFREE)	PERSONAL PROD. (CAREFREE)
BC	DEL MONTE (FRUIT COCKTAIL)	AMER. CYANAMID (PINE-SOL)
CS	EDITORIAL	
5/00/84		
2C	ARMSTRONG (SOLARIAN FLR)SP	ARMSTRONG (FLOORS) (+PG1)
3C	DEL MONTE (FRUIT COCKTAIL)	JOHNSON & JOHNSON
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (VIRGINIA S)
CS	RJR (VANTAGE)	JC PENNEY (CLOTHES)
6/00/84		
2C	FORD (ESCORT) SP	CONGOLEUM (FLOORS) (+PG1)
3C	EASTMAN KODAK (FILM)	KIMBERLY-CLARK (3CSP)
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)
CS	AVON(COSMETICS&SKIN CARE	RJR (STERLING)
7/00/84		
2C	MAYBELLINE (EXPERT EYES)	MAYBELLINE (LIPSTICK)
3C	RUBBERMAID (SERVIN'SAVER)	SEALY (MATTRESS)
BC	AMERICAN TOBACCO (CARLTON)	AMERICAN TOBACCO (CARLTON)
CS	FORD (TEMPO)	SEARLE & CO. (NUTRASWEET)
8/00/84		
2C	PHILIP MORRIS (B&H) SP	PHILIP MORRIS(MERIT)(+PG1)
3C	DOLE (DOLE PINEAPPLE) SP	PFS (ASSURE)
BC	P&G (CASCADE)	P&G (ERA PLUS)
CS	EDITORIAL	SELCHOW&RIGHTER (SCR.TOYS)
9/00/84		
2C	ARMSTRONG (SOLARIAN FL.) SP	ARMSTRONG (FLOORS) (+PG1)
3C	RJR (SALEM)	MAYBELLINE (GLOSS STICK)
BC	PFC (STAYFREE)	NOXELL (COVER GIRL MAKEUP)
CS	PHILIP MORRIS (V SLIMS)	PHILIP MORRIS (VIRGINIA S)
10/00/84		
2C	NOXELL (C.G. MAKEUP) SP	NOXELL (COVER GIRL) (+PG1)
3C	RALSTON PURINA (SUN FLAKE)	APPLE (COMPUTERS) (3CSP)
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (VIRGINIA S)
CS	CBS FOX CO. (THEATRE)	SPROUT (GAMES)
11/00/84		
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG(SWEEPSTK.)(+PG1)
3C	DEL MONTE (VEGETABLES)	JHIRMACK (SHAMPOO)
BC	NOXELL (NAILSLICKS)	NOXELL(COVER GIRL NAIL CL)
CS	REAL (CHEDDAR CHEESE)	FORD
12/00/84		
2C	NOXELL (MAKE UP)	NOXELL (COVER GIRL) (+PG1)
3C	RJR (NOW)	OIL OF OLAY
BC	LEDERLE LABS. (CALTRATE)	AMER. CYANAMID (PINE-SOL)
CS	AMERICAN DAIRY (CHEESE)	MATTEL (RAIBOW BRITE)

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WORKING WOMAN

	1985	1984	19
1/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	AMER.EXP.TRAVEL REL.SRVCS.	LEGG'S (PANTYHOSE)	
BC	MAYBELLINE (LIPSTICK)	MAYBELLINE (LIPSTICK)	
CS	EDITORIAL	HONDA (CIVICS)	
2/00/84			
2C	REVLON (MAKE-UP) SP	REVLON (RADIANCE) (+PG1)	
3C	FORD (THUNDERBIRD) SP	MAYBELLINE (EYE LINER)	
BC	RJR (SALEM)	RJR (VANTAGE)	
CS	VIDAL SASSOON (HAIR CARE)	FORD	
3/00/84			
2C	NOXELL (OPULENCE) SP	NOXELL (COVER GIRL) (+PG1)	
3C	W.A.TAYLOR (DRAMBUIE)	VICKS-RICHARDSON(OIL OLAY)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
CS	1PG BURLINGTON 1PG WESTIES	PHILIP MORRIS (MERIT)	
4/00/84			
2C	REVLON (CUSTOM EYES)	NATURAL WONDER (+PG1)	
3C	HITACHI (HITACHI PRODUCTS)	PERSONAL PROD. (CAREFREE)	
BC	FABERGE (SHAMPOO)	UPS (AIR DELIVERY)	
CS	XANARO TECH. (CORP)	IBM (PC SOFTWARE)	
5/00/84			
2C	KUHLUA (LICOR DE CAFE)	MAIDSTONE (KAHLUA) (+PG1)	
3C	HIRAM WALKER (CAN. CLUB)	MATSUSHITA ELEC. (QUASAR)	
BC	NOXELL (MAKEUP MATES)	NOXELL (COVER GIRL MAKEUP)	
CS	CANON ELEC. (TYPEWRITERS)	THOMASVILLE (FURNITURE)	
6/00/84			
2C	WATERFORD (CRYSTAL) SP	CLAIROL (HAIR COLOR)(+PG1)	
3C	MAYBELLINE (EXPERT EYES)	SENTINEL (DISKETTES)	
BC	PHILIP MORRIS (MERIT)	NOXELL (COVER GIRL)	
CS	EDIT/PERS PROD SURE&NATURL	PHILIP MORRIS (VIRGINIA S)	
7/00/84			
2C	ARMSTRONG (FLOORS) SP	ARMSTRONG (FLOORS) (+PG1)	
3C	AMERICAN TOBACCO (CARLTON)	MAYBELLINE (MOISTURE WHIP)	
BC	NOXELL (FACE GLOW)	PHILIP MORRIS (MERIT)	
CS	PHILIP MORRIS (B&H)	AT&T	
8/00/84			
2C	MAYBELLINE (EXPERT EYES)SP	LOTUS (SOFTWARE) (+PG1)	
3C	FORD (MUSTANG) SP	PPC (ASSURE PANTY LINERS)	
BC	RJR (NOW)	RJR (NOW)	
CS	AT+T (COMMUNICATIONS)	RJR (STERLING)	
9/00/84			
2C	REVLON (EYE SHADOW)	NATURAL WONDER (+PG1)	
3C	MABELLINE (EYE LINER)	FORD (ESCORT)	
BC	PHILIP MORRIS (B&H)	PHILIP MORRIS (B&H)	
CS	AVON (SKIN CARE)	EDITORIAL	
10/00/84			
2C	XEROX CORP (TEAM XEROX) SP	TAYLOR (TIA MARIA LIQUER)	
3C	HITACHI (TV)	DEL MONTE (FRUIT COCKTAIL)	
BC	WATERFORD (CRYSTAL)	HIRAM WALKER(CREAM LIQUER)	
CS	CANON (TYPEWRITER)	KELLY (WD.PROCESSING TEST)	
11/00/84			
2C	NAT. WONDER (NAILPOLISH)SP	MYER'S (JAMAICAN RUM)	
3C	AT&T (CORPORATION)	PADDINGTON (J&B SCOTCH)	
BC	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (B&H)	
CS	GE (TV & RADIOS)	FORD (THUNDERBIRD)	
12/00/84			
2C	REVLON(CHARLIE NATURALS)SP	GE (SPACEMAKER RADIO)	
3C	TRAVELERS (INSURANCE)	TOYOTA (COROLLA)	
BC	TOYOTA (TERCEL)	HELENE CURTIS (ATUNE)	
CS	PPC (ASSURE)&BLISTEX(BALM)	AMER. EXPRESS (TIPS)	

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WORLD TENNIS

	1985	1984
1/00/84		
2C	RJR (CAMEL)	RJR (SALEM)
3C	DODGE (DAYTONA)	SPALDING (GC-55 RAQUET)
BC	FILA (CORP)	WILSON (ULTRA 2 RAQUET)
CS	EDITORIAL	EDITORIAL
2/00/84		
2C	RJR (CAMEL)	RJR (CAMEL)
3C	GENERAL FOODS (GRAPE NUTS)	DELCO ELECTRONICS
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (VIRGINIA S)
CS	EDITORIAL	EDITORIAL
3/00/84		
2C	WILSON (PRO STAFF)	WILSON (PRINCE GRAPHITE)
3C	CHRYSLER (DODGE LANCER)	SPALDING (GC-55 QUESTOR)
BC	RJR (CAMEL)	RJR (CAMEL)
CS	EDITORIAL	ASS'T. TENNIS EQUIPMENT
4/00/84		
2C	WILSON (ULTRA 2 FRAME)	WILSON (ULTRA TENNIS RAQT)
3C	DUNLOP SPORTS (DUNLOP)	SNAUWORERT
BC	PHILIP MORRIS (V.SLIMS)	PHILIP MORRIS (VIRGINIA S)
CS	BROOKS (TENNIS SHOES)	EDITORIAL
5/00/84		
2C	DUNLOP SPORTS (RACQUET)	WILSON (TENNIS BALLS)
3C	RJR (CAMEL)	FORD (TEMPO)
BC	WILSON (PRO STAFF RACQUET)	WILSON (ULTRA2 TENNIS RQT)
CS	KAEPA, INC. (SNEAKERS)	KILLINGTON(TENNIS SCHOOL)
6/00/84		
2C	WILSON (TENNIS RACQUET)	WILSON (PRO STAFF RACKET)
3C	AT&T (INT'L LONG DISTANCE)	FORD (THUNDERBIRD)
BC	RJR (CAMEL)	RJR (SALEM)
CS	EDITORIAL	KAEPA (TENNIS SHOES)
7/00/84		
2C	PRINCE (CORPORATE) SPGT	RJR (CAMEL)
3C	FORD (THUNDERBIRD)	K-SWISS (TENNIS SHOES)
BC	WILSON (PRO STAFF RACKET)	DE NEMOURS (WILSON RACKET)
CS	RJR (STERLING)	MARION LAB.(OS-CAL)&EDIT.
8/00/84		
2C	RJR (STERLING)	WILSON (TENNIS BALLS)
3C	DUNLOP (MAX 200G RACQUET)	SNAUWAERT (RACQUETS)
BC	WILSON (PRO STAFF RACQUET)	RJR (CAMEL)
CS	EDITORIAL	EDITORIAL
9/00/84		
2C	RJR (STERLING) SP	WILSON (TENNIS RACKETS)
3C	WILSON (TENNIS RACQUET)	RJR (SALEM)
BC	SCHENLEY (DEWAR'S)	PANASONIC (VIDEO SYSTEM)
CS	EDIT/JAGUAR (XJ-S CAR)	SNAUWAERT (TENNIS EQUIP.)
10/00/84		
2C	******	FORD (BRONCOS) (+PG1)
3C	******	GOODYEAR (TIRES)
BC	******	FILA (TENNIS APPAREL)
CS	******	ROSSIGNOL & GUAYMAS (MEX.)
11/00/84		
2C	PHILIP MORRIS (V. SLIMS)	KAEPA INC. (TENNIS SHOES)
3C	CHRYSLER (DODGE LANCER)	BUICK (SOMERSET)
BC	WILSON (TENNIS RACQUET)	MATCH MATE (TENNIS RACKET)
CS	GREIF (CHAPS) & 1PG EDIT	THE COLONY (TENNIS RESORT)
12/00/84		
2C	VOLVO (TENNIS LEAGUE) SP	FORD (BRONCO II)
3C	PHILIP MORRIS (V SLIMS)	RJR (SALEM)
BC	PRINCE (TENNIS RACQUET)	BMW (BMW 325E)
CS	EDITORIAL	

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4WHEEL&OFF-ROAD

	1985	1984	19(
1/00/84			
2C	FORD (RANGER) SP	FORD (RANGER)	
3C	GM (GMC TRUCK)	CHEVEY (BLAZER)	
BC	RJR (CAMEL)	PHILIP MORRIS (PLAYERS)	
CS	EDITORIAL	EDITORIAL	
2/00/84			
2C	RJR (WINSTON)	RJR (WINSTON)	
3C	NISSAN (4X4 STANDARD)	NISSAN (4X4) (3CSF)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	PHILIP MORRIS (MARLBORO)	EDITORIAL	
3/00/84			
2C	RJR (WINSTON)	RJR (CAMEL)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (MARLBORO)	
BC	TOYOTA (TOYOTA TRUCKS)	TOYOTA (4X4 TRUCKS)	
CS	EDITORIAL	EDITORIAL	
4/00/84			
2C	HONDA (350CC'S) SP	HONDA (MOTORCYCLES) (+PG1)	
3C	CHAMPION (SPARK PLUGS)	FORD (TRUCKS)	
BC	RJR (CAMEL)	RJR (CAMEL)	
CS	JEEP (CHEROKEE & TRUCKS)	HONDA (ATC)	
5/00/84			
2C	RJR (CAMEL)	RJR (CAMEL) (+PG1)	
3C	GEN CORP (TIRES)	FORD (TRUCKS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MERIT)	
CS	FORD (RANGER)	EDITORIAL	
6/00/84			
2C	JEEP (JEEP) SP	NISSAN (S/T LONG BED)	
3C	AMER TOB (LUCKY STRIKE)	AMER. TOBACCO (LUCKY)	
BC	TOYOTA (4X4 SR5)	TOYOTA (TRUCK)	
CS	EDITORIAL	ADVERTISING SUPPLEMENT	
7/00/84			
2C	******	NISSAN (4 WHEEL TRUCK)	
3C	******	FORD (BRONCO II)	
BC	******	RJR (CAMEL)	
CS	******	EDITORIAL	
8/00/84			
2C	PHILIP MORRIS (MARLBORO)SP	PHILIP MORRIS (MARLBORO)	
3C	AMERICAN TOBACCO (LUCKY)	AMERICAN TOBACCO (LUCKY)	
BC	TOYOTA (SR5)	TOYOTA	
CS	EDITORIAL	EDITORIAL	
9/00/84			
2C	FORD (BRONCO) SP	FORD (RANGER)	
3C	NISSAN (4X4 TRUCKS)	NISSAN (NISSAN 4X4)	
BC	RJR (CAMEL)	RJR (WINSTON)	
CS	EDIT	EDITORIAL	
10/00/84			
2C	PHILIP MORRIS (MERIT) SP	PHILIP MORRIS (PLAYERS)	
3C	MONROE AUTO EQUIP (SHOCKS)	FIRESTONE (RADIAL TIRES)	
BC	RJR (WINSTON)	RJR (WINSTON)	
CS	AMERICAN HONDA (FOUR TRAX)	EDITORIAL	
11/00/84			
2C	FORD (BRONCO & BRONCOII)SP	FORD (RANGER&PICKUP)(+PG1)	
3C	GMC (TRUCK)	GMC (TRUCKS)	
BC	PHILIP MORRIS (MERIT)	PHILIP MORRIS (MARLBORO)	
CS	EDITORIAL	EDITORIAL	
12/00/84			
2C	FORD (RANGER STX) SP	FORD (RANGER) (+PG1)	
3C	PHILIP MORRIS (MARLBORO)	PHILIP MORRIS (PLAYERS)	
BC	TOYOTA (SR5 XTRACAB)	TOYOTA (SR-5)	
CS	EDITORIAL	EDITORIAL	

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